



Mahalakshmi N, Bengaluru

Sr. Product Designer · Enterprise UX · Design System · Accessibility Design

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About Me

Product Designer with 5+ years of designing **global scale enterprise products** for **50,000+ corporate users**, including Fortune 500 companies. Specialised in **end-to-end product design and Strategy, design systems, and accessibility(WCAG 2.2)**, modernising legacy platforms into intuitive, scalable solutions. Known for **driving retention**, platform parity, and **award-winning experiences** that require little to no user training.

Work Experience

Enspirit Technology Services Pvt. Ltd (earlier Enterpi)

May 2024 - Dec 2025

Clients: [Empath Travel](#) · [Deem Travel](#) · [Travelport](#)

Led **end-to-end product** strategy and design for **early stage** Non profile travel & expense platform, managing 3 Junior designers and collaborating directly with **C-suite** from concept to market launch.

- **Owned 0→1 product design strategy:** Collaborated directly with founders to define UX architecture and multi-user journeys through user discovery research and interviews across **corporate personas, entertainment, sports, and healthcare**.
- **Established design foundations:** built brand identity, core design system, and agile workflows and systems that enabled weekly MVP iterations with real user feedback like travel admins, coordinators
- **Drove product innovation:** integrated AI-powered workflows and dashboard experiences that enhanced usability and earned recognition at **GBTA awards** (won pitch competition)
- **Delivered successful launch:** Collaborated cross-functionally with CEO, COO, Engineer to launch the product at the Underrated Event, driving positive client feedback and **early market validation**.

Enterpi Software Solutions Pvt. Ltd

June 2021 - April 2024

Clients: [Deem Travel](#) · [Apple Travel](#) · [Travelport](#)

Contributed to product design, accessibility initiatives, and design system governance for enterprise travel platform serving **50,000+** corporate clients globally. Collaborated cross-functionally on product innovation and accessibility excellence, contributing to **"Best User Experience" award (2022 American Business Awards)** and **\$1.8B** Travelport acquisition.

- **0→1 rail booking experience:** Owned cross-functional collaboration with UX research, engineering, PM and stakeholders to design cohesive rail segment for web/iOS from scratch. Conducted market research across US and European rail systems, defined user journeys, and coordinated implementation through JIRA workflows and Confluence documentation **successfully** adopted by **Apple Travel**.
- **Modernisation:** Modernised flight search flow, addressing UX audit findings and user feedback to improve fare selection, filter navigation, and comparison increasing usability and user retention through data-driven design improvements.
- **Achieved accessibility leadership:** Led **3** comprehensive **WCAG** audit cycles across **1,800+** components and live web experiences. Generated **VPAT compliance** reports and partnered with engineering to revamp **colour tokens**, enhance **screen reader support** and earned industry recognition for accessibility excellence.
- **Co-Owned enterprise design system:** Governed **1,800+ component** library with theming support used by **22+ designers across 6 countries**. Expanded colour systems, standardised iconography, created **handoff checklists**, implemented VoiceOver labelling standards, and maintained documentation in **zeroheight**

Education

Bachelor's in Design, Communication Design

2016 - 2020

NIFT, Bengaluru

Skills

End-to-End Product Design · Accessibility (WCAG 2.1 AA Compliance) · Design Systems · UI iOS & Responsive Web Design · User Interviews · Data Visualization · Usability Testing User workflows and Journeys · Rapid Prototyping · Interaction Design · Pitch Presentations Design ops & Project Coordination · Agile & Lean Methodologies · Agile & Lean Methodologies Workshop Facilitation & Collaboration · Vibe coding · LLM · Cross-Functional Collaboration

Tools

Miro · Figjam · Mural · Maze · Zero Height · Figma · Wordpress · Lovable · Claude · Slack Adobe Illustrator and Photoshop · Gemini systems · Stark · JIRA and Confluence

Timezones collaborated

GMT · PST · SGT · CET

Languages

English · Kannada · Hindi · Telugu