Lalita Deshmukh

🌐 www.lalitadeshmukh.com
in lalita-deshmukh
✉ lalita.deshmukh1@gmail.com
📞 +91 8109542180

WordPress · Accessibility (WCAG AAA) · Design Systems · Enterprise UX

Education

International school of business & Media, Kolkata India

Post Graduation in Media Management (Advertising) | 2010-2012

PRSUV University, Raipur India

Bachelor of commerce | 2006-2009

Certifications

Accenture Workshop

Reinvention with Agentic AI | 2025

Workshop

GenAI workshop for Designer | 2024

Interaction design Foundation

Design Systems Blueprint: Comprehensive Strategies for Success | 2024

Google

Foundations of User Experience (UX) Design | 2023

Interaction design Foundation

Accessibility: How to Design for All | 2022

Interaction design Foundation

Design Thinking -The Beginner's Guide | 2020

Udemy

UX Audits Using Heuristic Evaluation | 2018

Skills

- UX Strategy · UX Audits · Design Systems · Accessibility (WCAG AAA) · Complex User Flows · Payments & Identity Verification · Information Architecture · Usability Testing · Design Reviews · Sprint Planning
- Stakeholder Collaboration · Cross-functional Delivery · Mentoring Designers · Design QA · Strategic Thinking

Tools

Figma, FigJam, Sketch, XD, InVision, Photoshop, Illustrator

Jira, Confluence, Trello, MS Word, PowerPoint, Excel

Professional Summary

Senior UX / Product Designer with 11+ years of mixed experience across graphic design, UI, UX, and product design. Proven expertise in designing enterprise, fintech, pharma, SaaS, and compliance-driven platforms, including payments, identity verification, and accessibility-first systems. Strong in UX audits, design systems, complex user flows, and cross-functional delivery, with experience mentoring designers and contributing to product strategy and design quality at scale.

Work Experience

Accenture (Bengaluru, India)

User Experience Specialist | Jun 2021 - Present

- Led UX design for fintech, pharma, SaaS, and enterprise platforms serving global users.
- Redesigned payment and transaction flows, improving success rates by 25% and increasing feature adoption by 4×.
- Designed and scaled WordPress-based pharmaceutical platforms, ensuring WCAG AAA accessibility, regulatory compliance, and brand consistency.
- Simplified a global pharma product discovery experience, reducing user steps from 6 to 3.
- Contributed to enterprise e-commerce redesigns, improving user retention by 15% and supporting new MNC client onboarding.
- Introduced AI-assisted UX analysis workflows with human validation to support UX audits, design evaluation, and informed decision-making.
- Actively involved in design reviews, sprint planning, backlog refinement, and design QA across multiple projects.
- Mentored junior designers, provided design direction, and supported execution across complex, multi-stakeholder initiatives.
- Contributed to product strategy and roadmap discussions with product and business stakeholders.
- Collaborated closely with product managers, engineers, legal, accessibility, and content teams in distributed environments.

Innodeed Systems Pvt Ltd (Bhilai, India)

UI/UX Designer | Apr 2017 - Jun 2021

- Designed an AI-enabled Video KYC (vKYC) platform for a fintech client, contributing to a 15% increase in credit card sales and onboarding of 3 new enterprise clients.
- Designed UX for customer and operations dashboards, balancing automation with manual review in compliance-heavy workflows.
- Created user flows and interaction models for PWA platforms, increasing engagement by 30%.
- Designed admin and customer experiences for service platforms, improving satisfaction by 25–40%.
- Mentored junior designers and improved overall team delivery and consistency.

Xymob (Bhilai, India)

UI/UX Designer | Jul 2015 - Mar 2017

- Designed B2B sports and workflow applications, improving usability and engagement by 20%.
- Developed reusable UI patterns and early design guidelines to improve consistency across products.

Globussoft Technology Pvt Ltd (Bhilai, India)

UI/Graphic Designer | Jul 2013 - Feb 2015

- Designed web and mobile applications across multiple domains, improving engagement and usability.
- Created visual and marketing assets supporting product launches and client acquisition.

Febmail Digital Solutions (Raipur, India)

Digital Marketing Executive | Oct 2012 - Jun 2013

- Executed digital marketing initiatives, increasing website traffic and lead generation.
- Worked on content, visual design, and client communication.