

Lalita Deshmukh

Senior UX & Product Designer | Design Systems · Accessibility (WCAG) · AI-Assisted Design

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PROFESSIONAL SUMMARY

Senior UX and Product Designer with 12+ years of experience delivering complex, enterprise-grade digital products across fintech, SaaS, e-commerce, pharma, and AI-driven platforms. Proven track record leading design teams, influencing product roadmaps, and building scalable design systems for global users. Deep expertise in enterprise workflows, compliance-driven UX, accessibility (WCAG AAA), and AI-integrated design processes. Consistently partners with product, engineering, and business leadership to align design strategy with measurable outcomes, improving user success rates, engagement, and retention at scale.

WORK EXPERIENCE

Senior UX Designer / User Experience Specialist

Jun 2021 – Present

Accenture | Bengaluru, India

- Led UX strategy and end-to-end design delivery for enterprise and consumer platforms across fintech, e-commerce, SaaS, and AI-driven systems serving global user bases across multiple markets.
- Drove full redesign of high-volume payment and transaction flows, navigating regulatory constraints, edge cases, and user trust signals, improving transaction success rates by 25% and driving 4x feature adoption.
- Owned design of a WCAG AAA-compliant pharmaceutical platform, simplifying global product discovery from 6 steps to 3, ensuring regulatory compliance and brand consistency across markets.
- Delivered enterprise e-commerce redesigns that improved user retention by 15% and enabled onboarding of new global clients.
- Established AI-assisted UX analysis workflows with human-in-the-loop validation, accelerating heuristic evaluation, audit cycles, and design decision-making across engagements.
- Led, mentored, and provided design direction to a team of 6–8 designers, conducting stand-ups, unblocking delivery, and owning hiring, onboarding, and performance feedback.
- Shaped product strategy and roadmap direction alongside PMs, business stakeholders, and engineering leads, aligning UX outcomes with compliance requirements and technical constraints.
- Owned design reviews, sprint planning, backlog refinement, and design QA across multiple parallel workstreams in distributed Agile environments.

UI/UX Designer

Apr 2017 – Jun 2021

Innodeed Systems Pvt Ltd | Bhilai, India

- Designed an AI-enabled Video KYC (vKYC) platform for a fintech client, contributing to a 15% increase in credit card sales and securing 3 new enterprise clients.
- Architected UX for customer-facing and operations dashboards, balancing workflow automation with manual review in compliance-heavy financial environments.
- Designed user flows and interaction models for PWA platforms, increasing user engagement by 30%.
- Owned admin and customer experience design for service platforms, improving user satisfaction scores by 25%.
- Led and mentored a team of 3–4 designers, running stand-ups, providing design direction, resolving delivery blockers, and contributing to team hiring and growth.

UI/UX Designer

Jul 2015 – Mar 2017

Xymob | Bhilai, India

- Designed B2B sports and workflow management applications, improving usability and user engagement by 20%.
- Established reusable UI component patterns and scalable interaction models, improving consistency across products and reducing design-to-development friction.

UI/Graphic Designer

Jul 2013 – Feb 2015

Globussoft Technology Pvt Ltd | Bhilai, India

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

Digital Marketing Executive

Oct 2012 – Jun 2013

Febmail Digital Solutions | Raipur, India

- Executed digital marketing initiatives supporting content, visual design, and client communication; increased website traffic and lead generation.

SKILLS & TOOLS

UX & Product Design: UX Strategy, Product Design, Enterprise UX, Interaction Design, Information Architecture, Complex User Flows, User Research, Usability Testing, Heuristic Evaluation, UX Audits, Journey Mapping, Design Thinking, Prototyping, Service Design, Accessibility (WCAG AAA), AI-Assisted Workflows

Design Systems & Dev Collaboration: Design Systems, Component Libraries, Design Tokens, DesignOps, HTML/CSS Fundamentals, Design Reviews, Design QA

Leadership & Delivery: Team Leadership, Designer Mentoring, Cross-functional Collaboration, Stakeholder Management, Sprint Planning, Backlog Refinement, Agile Delivery

Tools & Platforms: Figma, FigJam, Miro, Jira, Confluence

AI Tools: Figma Make, ChatGPT, Claude, GitHub Copilot

EDUCATION

PG in Media Management (Advertising)

2010 – 2012

International School of Business & Media, Kolkata

Bachelor of Commerce

2006 – 2009

PRSU University, Raipur

CERTIFICATIONS

- **Accenture:** Reinvention with Agentic AI 2025
- **Workshop:** GenAI for Designers 2024
- **IxDF:** Design Systems Blueprint 2024
- **IxDF:** Accessibility: Design for All 2022
- **IxDF:** Design Thinking – Beginner's Guide 2020
- **Udemy:** UX Audits – Heuristic Evaluation 2018