Lalita Deshmukh

User Experience Arch Specialist

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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

- **Interaction design Foundation**
  AI for Designer | Pursuing

- **Workshop**
  GenAI workshop for Designer | 2024

- **Interaction design Foundation**
  Design Systems Blueprint: | 2024
  Comprehensive Strategies for Success

- **Google**
  Foundations of User Experience (UX) | 2023
  Design

- **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 Design for Enterprise Applications
  Design Systems and Interaction Design
  User Research and Usability Testing
  Visual Design and Specifications
  Prototyping and Wireframing
  Accessibility and Inclusive Design
  Collaboration with Cross-Functional Teams
  Communication of Design Ideas and Processes
  Agile Methodology and Project Management

Design Tools

- Figma, Figjam, inVision, Sketch, abstract, XD, Photoshop, illustrator,

Aglie Collaboration /MS Tools

- Jira, Trello, Ms word, Powerpoint , Excel

Professional Summary

- Experienced UX Designer specializing in enterprise applications and design systems. Proven ability to simplify complex business processes through user-centered designs, leveraging user research, usability testing, and prototyping. Skilled in collaborating with cross-functional teams to deliver scalable, accessible, and engaging solutions.

Work Experience

- **Accenture (Bengaluru, India)**
  User Experience Arch Specialist | Jun 2021 - Present
  - Designed and implemented UX solutions for enterprise digital commerce and fintech products, increasing user retention by 15%.
  - Leveraged existing design systems to create consistent, accessible, and scalable UI components.
  - Spearheaded UX/UI efforts for high-impact projects, securing major MNC clients.
  - Conducted user research and usability testing to inform design decisions and improve customer satisfaction.
  - Mentored a team of 5 designers, enhancing productivity and process efficiency.

- **Innodeed Systems Pvt Ltd (Bhilai, India)**
  UI/UX Designer | Apr 2017 - Jun 2021
  - Created UX solutions for a progressive web app booking system, boosting engagement by 30%.
  - Developed workflows and UI designs for a car rental product, improving user satisfaction by 25%.
  - Contributed to the redesign of a contactless food ordering service, increasing engagement by 40%.
  - Collaborated with stakeholders to align UX solutions with business goals.

- **Xymob (Bhilai, India)**
  UI/UX Designer | Jul 2015 - Mar 2017
  - Designed enterprise-focused workflow management systems, increasing productivity by 15%.
  - Developed design guidelines to ensure alignment with usability and brand standards.

- **Globussoft Technology Pvt Ltd (Bhilai, India)**
  UI/Graphic Designer | Jul 2013 - Feb 2015
  - Designed 10+ web and mobile applications, increasing user engagement by 25%.
  - Created marketing materials, increasing brand visibility by 30%.

- **Febmail Digital Solutions (Raipur, India)**
  Digital Marketing Executive | Oct 2012 - Jun 2013
  - Implemented social media strategies, increasing traffic by 35%.
  - Mentored interns and supported client pitches, boosting client acquisition by 20%.

Internships

- **Step Ahead Business Consultancy (Raipur, India)**
  Marketing Intern | Sep 2011 - Dec 2011

- **Dentsu Marcom Pvt Ltd (Mumbai, India)**
  Advertising & Marketing Intern | Mar 2011- April 2011

- **HelpAge India (Nagpur, India)**
  NGO Intern | Oct 2010- Nov 2010