

Lalita Deshmukh

Product Design · Design Systems · Accessibility (WCAG)

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EDUCATION

International School of Business & Media, Kolkata

PG in Media Management (Advertising)
2010–2012

PRSU University, Raipur

Bachelor of Commerce | 2006–2009

CERTIFICATIONS

Accenture Workshop

Reinvention with Agentic AI | 2025

Workshop

GenAI for Designers | 2024

IxDF

Design Systems Blueprint | 2024

Google

Foundations of UX Design | 2023

IxDF

Accessibility: Design for All | 2022

IxDF

Design Thinking – Beginner's Guide | 2020

Udemy

UX Audits – Heuristic Evaluation | 2018

SKILLS & TOOLS

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

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

AI Tools Figma Make, ChatGPT, Claude, GitHub Copilot

Tools & Platforms: Figma, FigJam, Jira, Confluence

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

PROJECTS

Western Union - UX Design

Aifise – Product UX & Client Solutions Design

Merck WordPress Platform UX & Team Leadership

Conexio - Fleet Management Platform, Voice Messaging App & API Testing Tools (UX Design)

PROFESSIONAL SUMMARY

Senior UX / Product Designer with 12+ years of experience designing complex, enterprise-grade products across fintech, e-commerce, SaaS, and enterprise/B2B platforms. Proven expertise in workflow- and compliance-driven systems, including payments, identity verification, and accessibility-first systems. Strong in UX audits, design systems, and complex user flows, with a track record of cross-functional collaboration, 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 4x.
- 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.
- Led and mentored a team of designers, providing design direction, leading stand-ups, unblocking challenges, supporting execution across complex multi-stakeholder initiatives, and contributing to hiring and onboarding.
- 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.
- Exploring GPT-based systems to enhance UX audit workflows with a focus on feasibility, risk assessment, and human-in-the-loop validation.

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%.
- Managed and mentored designers, leading stand-ups, providing design direction, resolving blockers, and contributing to hiring and team growth.

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.