POTLURI **MAHENDER**

Product Designer

📞 +91 9177993322

✉ mahender.potluri@gmail.com

in linkedin.com/Mahender

🔗 Portfolio

EDUCATION

2022-2024
Master's in Psychology (M.Sc.)
Dr.B.R. Ambedkar Open University -
Hyderabad

2005
Bachelor of Fine Arts
Sri Venkateswara College of Fine Arts
Hyderabad

CORE SKILLS

UX / UI

*User Research · Usability Testing ·
Journey Mapping · Personas ·
Storyboarding · Affinity Mapping · UX
Workshops · Information Architecture ·
Design Thinking · User Interviews · A/B
Testing · Competitor Research · Data
Analysis · Agile Methodology*

DESIGN TOOLS
*Figma · Sketch · Adobe Photoshop ·
Illustrator · InDesign · After Effects ·
Adobe XD · Adobe Express · Principle ·
InVision · Zeplin · HTML/CSS · Jira ·
Lottie*

AI TOOLS
Vercel V0 · Bolt.New · Figma Make

CERTIFICATION

Human Factor International
*Certified in The Science and Art of
Effective Web and Application Design*

Rhode Island School of Design
*Training - Certificate Course, Strategic
Design Program (Infosys)*

**Start the UX Design Process:
Empathize, Define, and Ideate**

Human Factor International
Initiated by Jharkhand Government

Star Performer in Ebix
(PlanetSoft) 2011

18+ years of experience in designing intuitive, scalable, and user-centered digital products across enterprise, SaaS, fintech, banking, insurance, and analytics platforms. With an M.Sc. in Psychology and a BFA, I combine behavioral science with design strategy to solve complex problems, streamline workflows, and improve product adoption.

PROFESSIONAL EXPERIENCE

Product Designer   **MM Design Labs**   Feb. 2022 – Present

Led end-to-end UI/UX strategy for GST and ERP product suites across web and mobile. Partnered with product and engineering teams to define design roadmaps, conduct research, and unify the design language. Simplified complex GST workflows including invoice reconciliation, expenses, reporting, people management, lead management, and e-waybills. Designed guided filing flows, automation features, and intuitive navigation to reduce cognitive load. Delivered brand identity and the WhiteBooks design system, validated through usability testing and stakeholder reviews.

Impact: Streamlined workflows, improved usability, and reduced errors—supporting successful product development.

UX Consultant   **Edqart**   Sep. 2021 – Jan. 2022

Led the design of a responsive e-commerce platform for school merchandise and stationery. Created user flows, prototypes, and scalable interaction models in Figma to streamline the shopping experience. Collaborated with cross-functional teams to validate designs and ensure seamless navigation, efficient checkout, and alignment with business goals.

Impact: Enabled parents and general users to purchase items smoothly, improving user trust, satisfaction, and adoption.

Senior Lead Experience Designer   **Carrier**   Apr. 2021 – Sep. 2021

Contributed to the design of Carrier's Smart.io HVAC monitoring and analytics platform. Conducted discovery by reviewing documentation, interviewing users, and mapping personas and pain points.

Recommended simplifications for data-heavy dashboards, reduced manual input, and improved data visibility. Designed key screens for desktop, tablet, and mobile, enhanced reporting flows, and ensured accessibility using Carrier's Fleet Design System. Validated solutions with technicians and facility managers through usability tests.

Impact: Improved chiller diagnostics, reporting, and predictive analytics, strengthening Carrier's digital service experience.

Senior Lead UX Designer
Infosys   Jan 2018 – Apr 2021

Led UX transformation of digital banking solutions, including the redesign of Finacle's DigiBanker—used in 100+ countries. Directed a 5-member design team and collaborated with product, engineering, and business teams. Managed the full UX lifecycle including discovery, journey mapping, prototyping, and iterative user testing.

Impact: Improved usability, accessibility, and adoption across global markets.

Lead Experience Designer   **Connect 3 Global Solution**   Jan. 2013 – Jan. 2018

Designed the user experience for a next-generation analytics platform converting big data into actionable intelligence through metadata-driven models. Built configurable dashboards enabling users to link strategic planning with enterprise objectives.

Developed visualizations supporting descriptive, diagnostic, and predictive insights, simplifying complex machine-learning outputs. Designed user flows across the analytics ecosystem, including connectors, technology frameworks, storage, and modules such as Customer, Content, Spatial, IoT, and Social Analytics.

Impact: Humanized big data through intuitive interfaces, empowering non-technical users to explore, analyze, and collaborate effectively.

UI / UX Designer   **Ebix (Planetsoft Acquired by Ebix)**   May 2012 – Dec. 2012

Simplified complex new business workflows and underwriting processes by designing dashboards and process flows for straight-through processing across various insurance products. Delivered detailed wireframes, interactive prototypes, and design specifications to development teams, ensuring clarity and consistency.

Streamlined the user experience by integrating third-party data providers (MIB, MVR, APS/Paramed), validating flows via usability testing with business users. Collaborated closely with product managers, developers, and QA teams to ensure UX alignment with business and technical goals.

UI / UX Designer   **PlanetSoft**   Oct 2007 – May 2012

Conducted foundational research (stakeholder interviews, workflow analysis) to define user journeys, personas, and information architecture for carriers, underwriters, and agents in new business processing. Designed dashboards and core process flows to enable straight-through processing across life, annuities, and group insurance products.

Developed initial wireframes and interactive prototypes; facilitated usability testing to validate workflows and uncover pain points. Collaborated closely with product managers, developers, and QA teams to ensure UX design aligned seamlessly with both business goals and technical requirements.