



MAHENDER POTLURI

UX CONSULTANT

✉ mahender.potluri@gmail.com 📞 +919177993322



Hi! I'm a multi-disciplinary UX designer with the understanding of business metrics and the ability to translate company goals and objectives into enriching digital experiences. I collaborate with passionate people and companies to create products and services that have an exceptional user experience.

Design Competencies: Conceptualisation & Ideation, Design Research, Information Architecture, Wireframe & Visual Design, User centred design, Facilitate UX workshops, Rapid Prototyping Being from Fine arts background, bring an artistic perspective and creative problem-solving approach that connects user goals and business objectives. Trained in Strategic Design Program from RISD-Providence. Applies strategic design to complex problems which help create effective and engaging experiences. HFI (Human Factors International) on the Science and Art of Web and Application Design.

Worked across disciplines and business units to ensure a comprehensive approach to all digital touch points and leads UX activities including research, competitive audits, design systems, experience roadmaps, interaction design, etc. Effectively leading design engagements in Insurance, Banking, logistics, manufacturing, healthcare and E-Commerce, and E-learning domains.

Passionate about Art, Sketching, Water colouring, Drawing, Painting, Design, Illustrations, Visualisation, Characterisation, Storyboard, 3D Design & Animation.

Tools

Adobe XD, Sketch, Figma, Illustrator, Photoshop, Axure, Indesign

Collaboration

Miro, Slack, Jira

Achievements

Won Australian Open Graffiti Contest:

Graffiti was featured in the Official Australian Open VR Store Laneway Graffiti and stood in the top 5 finalists.

XPO Design Hackathon: First runner-up

Carrier incentive program. A loyalty program to keep the drivers motivated and inspired.

Participated in Jharkhand Startup Hackathon 2015.

Star Performer in Ebix 2011.

Clients



UX Consultant
Sep 2021- Jan 2022

The ambitious effort to redesign, rebuild, and rebrand a critical system to enhance of E-Commerce, E-Learning and content management system.

A parent can buy school specific merchandise product for their kids through online, can track the order and exchange easily. Creating an individual seller account the main administrator can add authorised users or remove them as needed, Manage business account, Business Order Information Track Package, Purchase Order (PO) Numbers Order Confirmation and Order Messaging, Business Returns Policy Order Restrictions Set Up Custom Order Fields and manage payment methods, shipping addresses, approval workflows and reporting options.

Domain: E-Commerce
Tools used: Adobe XD | Illustrator | Miro



Senior Lead- Experience Designer
Jan 2021 - Sep 2021

Redesign of HVAC system for a Smart application primarily intended for service technicians to monitor HVAC commercial chiller's statistics and status application.

Domain: HVAC | Tools used: Figma, Adobe XD & Illustrator | Role in the project: Led a team 5 members

Smart application is primarily intended for service technicians to monitor HVAC commercial chiller's statistics and status at different sites. This app is available on web but also provides subset of features on iOS and Android.

A complete reimagination of the HVAC system Dashboard starting from evaluating the existing flows to designing them from scratch. It is still an ongoing project and many of UX methodologies were successfully implemented as a part of the discovery phase



Senior Lead- Experience Designer
Jan 2018 - Apr 2021

Reimagination of Core banking systems for a leading universal digital banking application

Domain: Finance | Tools used: Adobe XD & Illustrator | Role in the project: Led a team 5 members

A complete reimagination of the core banking systems, starting from evaluating the existing flows to designing them from scratch. It is still an ongoing project and many of UX methodologies were successfully implemented as a part of the discovery phase.



Lead- Experience Designer
Feb 2013 - Jan 2018

Product owner - User Experience a Data Analytic platform design for a unique and innovative solution Configurable dashboard of the business by seamlessly linking /aligning the strategic planning with enterprise goals using insight from the introspection of current business state.

Helped to define MVP and product features and built an interactive data visualisation platforms.



UI / UX Designer
May 2012 - Jan 2013

Built the most advanced and comprehensive new business processing and underwriting system for life insurance. TPP accommodates all life insurance products, across all distribution channels. The application is integrated with a heterogeneous mix of in-house and third-party systems.

Worked closely with the Stakeholders and business team, conducted user interviews, user research, and developed personas to help setting up the design process. Conducted extensive usability testing to evaluate the products being created to meet user needs.

Projects

MassMutual | SBI | ING | Sun Life Financial | Swiss Re



UI Designer / Acquired by EBIX
October 2007 - May 2012