

Mahendra Indukuri

ABOUT ME

Product Design graduate with 6+ years of experience in end-to-end UX roles. Educational background in Industrial Design and Cognitive Science, excelling in solving complex problems. Proficient in Figma and other design tools, with hands-on experience leading projects through UX Research, UI/UX Design & UI Development.

EXPERIENCE

Consult Qualia Limited — *Founder / Director*

Aug 2024 - Present, Letterkenny

- Working as a business leader engaging in client outreach, proposal building, service definitions, global alliances and most importantly identifying and hiring designers. Created a unique consultancy website for Qualia using Sanity CMS, React/NextJS, shadcn/ui and Tailwind CSS.
- Working as a UX Contractor for Salesforce, designed part of a HRMS platform that involves talent management, employee benefits, and internal hiring. Role includes UX Strategy (defining and setting goals), UI/UX Design (figma design and prototyping), UX Research (interviews, surveys and analysis).

Tata Consultancy Services Ireland — *UX Designer*

June 2021 - July 2024, Letterkenny

- Led design and digital strategy consulting for diverse clients, emphasizing UX Design, User Research, and Design Strategy.
- UI Design and UI Development using the Tailwind CSS framework.
- Spearheaded a novel research and engagement project for a manufacturing company, identifying new customers and developing new customer acquisition methods.
- Crafted UX for Small and Medium Enterprise users, resulting in a digital user base increase of over 200% for a national network provider in the UK.
- Managed the design and implementation of web UI Design Systems for large-scale enterprise applications, involving UX Research, workshops, UI design, and design management.

Freelance Design — *UI/UX Designer*

September 2020 - June 2021, Dublin

- Worked with startups and nonprofits, providing UX Design and consultancy services.

Optum Ireland (UnitedHealth Group) — Summer Intern (UX Design)

June 2020 - August 2020, Dublin

- Worked on quantitative and qualitative UX Research for Level2, an integrated device and mobile app solution to manage type 2 diabetes.

Silverlabs India (rizzle.tv) — UI/UX Designer

February 2019 - July 2019, Hyderabad

- Designed the Ruml (currently <https://rizzle.com/>) mobile app, a video creation and social media platform used by over 1 million users.
- Created wireframes, information architecture, and task flows for multiple app versions.
- Developed UI prototypes, including iconography, using Sketch/Adobe XD for both iOS and Android apps.
- Collaborated with UI developers to implement micro-interactions, video player interactivity, and animations.

WitCurve Technology — Product Designer

July 2018 - January 2019, Hyderabad

- Translated research into wireframes, delivering multiple iterations of low-fidelity mockups to stakeholders.
- Designed UI/UX for Ionic 3-based mobile application and web-based ERP tool using Angular material framework.
- Developed front-end (HTML/CSS/AngularJS) for UI-intensive data visualization features.

Societe Generale Global Solutions Center — UI/UX Design Intern

May 2017 - July 2017, Bangalore

- Designed a web-based application for viewing & editing FPML (Financial Product Markup Language).
- Developed data tables using Angular & material UI frameworks.

EDUCATION

University College Dublin — MSc. Cognitive Science

September 2019 - September 2020, Dublin

Indian Institute of Technology Guwahati — Bachelor of Design

July 2014 - May 2018, Guwahati