

Megha Mahajan

User Experience Designer at Wipro | 3.9 years

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A product designer with a deep curiosity towards human behavior. Passionate about shaping meaningful experiences that resonate, proficient in handling diverse design responsibilities. Proven ability to handle end-to-end design processes in various domains—from user research and wireframing to prototyping and usability testing.

Experience

Wipro UX Designer L2 | 2021 - Present

DTCC Finance

Currently driving experience elevation for the analyst users for Credit Risk application by modernizing the outdated legacy application. This involves a collaborative discovery and design approach engaging all key stakeholders—business teams, developers, end users, and QA testers. Key activities include conducting usability assessments, iterative design process with consistent user feedback to ensure a user-centered, efficient, and modern solution.

Harman E-commerce

Enabled the transformation of outdated legacy order management system into a modern and intuitive enterprise application on the Lifray Saas. Enhanced the customer experience of the new B2B portal by creating user centric design that minimizes cognitive load, restructuring the navigation to be simple.

Microsoft X Best Buy Retail

Designed an innovative Endless aisles solution at an MVP level. The focus was on increasing footfall in retail stores and addressing the inventory related conversion - challenges that cost retailers nearly \$1 Trillion a year in lost sales. Created a single use case user flow with attractive micro interactions. The solution was showcased at Silicon Valley Innovation Center, California.

FedEx Logistics, Shipping

1. Solved complex business problems for global FedEx Vendor Management application. Conducted a thorough usability heuristics audit to identify pain points & consistency gaps and provide enhancements. Improved design delivery timelines by building component library, and understanding development constraints to bridge the gap between brand guidelines and existing implementation. Delivered a POC for data visualization dashboard.
2. For FedEx Australia's courier management application, collaborated closely with the developers, product manager and testing team, in agile, over a period of multiple sprints to identify application issues, aiding the team in delivering a high-quality and efficient product. Designed multiple delivery user flows to streamline the courier's process and simplify management for administrators.

Teach For India Education | Visual Design Intern | 03/2021 - 05/2021

Created graphics for social media, storyboards, posters, newsletters, and publishable materials across diverse projects for Teach for India. Additionally, contributed to the design of the microsite showcasing an impact story for the TFI fellowship program.

Think Design Research | Design Research Intern | 06/2020 - 08/2020

Conducted In-depth study of various design research methods and their application through learning activities. The research project studied the impact of COVID 19 on relationships. Desk research, in-depth interviews, and trend analysis were conducted as part of the project.

Education

Master of Design (M.Des)
NIFT, Kannur | 2019-2021

Bachelors of Arts, Geography Hons
Miranda House, DU | 2016-2019

Tools and Skills

Sketch	User Research	Wire framing	Problem Solving	Illustrator
Figma	Heuristic Evaluation	Empathy	Storytelling	Photoshop
Adobe XD	Prototyping	Interaction Design	Visual Design	In Design