

# Megha Mahajan

User Experience Designer at Wipro | 3 years

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## About

A visual storyteller with an eye for aesthetics, interested in understanding why we - humans do what we do and shaping meaningful experiences. Passionate about learning and proficient in handling diverse design responsibilities.

## Experience

### Wipro

UX Designer L2 | 2021 - Present

#### Harman

Currently enabling the transformation of outdated legacy order management system into a modern and intuitive enterprise application on the Lifray Saas product. Enhancing 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

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

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

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

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

- 2019-2021 NIFT, Kannur  
Master of Design Space
- 2016-2019 Miranda House, DU  
Bachelors of Arts, Geography Hons

## Tools and Skills

Sketch

Figma

Adobe XD

Illustrator

Photoshop

User Research

Empathy

Storytelling

Prototyping

Wireframing