

# Megha Mahajan

Experience Designer at Wipro | 2.5 years

Portfolio: [www.meghamahajan.com](http://www.meghamahajan.com)

Email: [mmegha1998@gmail.com](mailto:mmegha1998@gmail.com)

Contact: +91 8492866035

## About

I'm a visual storyteller with an eye for aesthetics, interested in understanding why we - humans do what we do and shaping meaningful experiences. I'm passionate about learning and typically wear many design hats.

## 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Currently enabling the transformation of outdated legacy order management system into a modern and intuitive enterprise application. Enhancing the UX of the new portal by creating user friendly design that reduces user's cognitive load, restructuring the navigation to be streamlined and modernising the look and feel.

#### 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. The solution was showcased at Silicon Valley Innovation Center, California.

#### FedEx

1. Enhanced the global FedEx Vendor Management application's consistency by conducting a thorough UX audit. Identified areas of improvement and gained an understanding of the development constraints to bridge the gap between brand guidelines and existing implementation. Delivered a proof-of-concept dashboard solution, addressing the user frustration with comprehensive data tables.

2. For FedEx Australia's courier management application, collaborated closely with the development and testing team over a period of multiple sprints to identify application issues, aiding the team in delivering a high-quality product. Designed multiple delivery flows to streamline the courier's process and simplify delivery 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. My research project studied the impact of COVID 19 on relationships. I conducted desk research, in-depth interviews, and trend analysis.

## 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

Visual Design

Storytelling

Prototyping