

Mahinder Inbasekaran

UI/UX Designer | Product Designer

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Portfolio: mahinderinbasekaran.in

Passionate UX/UI designer with 5+ years of experience, specializing in data-driven, intuitive, and emotionally engaging user experiences. Skilled in user research, interaction design, and UI design, creating responsive, accessible, and visually cohesive solutions that align with business goals. Proficient in designing wireframes, prototypes, and high-fidelity interfaces using Figma.

TECHNICAL SKILLS

- Interface Design
- User-Centered Design
- Prototyping
- UX Research
- User Testing
- Design Systems
- User Flow
- Information Architecture
- Product Strategy
- Wireframing
- Value Mapping
- Design Thinking
- Figma
- Figjam
- Framer
- Whimsical

EXPERIENCE

Daivtech Solutions Private Limited — Senior UX/UI Designer

Jan 2026- Present

- Led UX/UI for a super admin panel of a gym platform, designing scalable workflows for user management, operations, and system control.
- Built a flexible CMS to manage memberships, trainers, and dynamic content, simplifying complex backend processes.
- Designed data-driven dashboards and reusable components to improve clarity, consistency, and operational efficiency.

Creativeeye Software Technologies Private Limited — UX/UI Designer

May 2025 - Jan 2026

- Spearheaded UX/UI design for Nexdha, a fintech platform, delivering user-centric solutions for Wallet History, Merchant Onboarding, and Export Logs modules.
- Created responsive, data-driven interfaces to improve financial data visualization, enhance user engagement, and support regulatory compliance.
- Collaborated with product managers, developers, and stakeholders to define product requirements and design solutions.

Empower Pragati — UX/UI Designer

Jan 2024 - Apr 2025

- Led the redesign of the Youvati app under the Design Lead, enhancing the experience for 15,000+ women beauticians through research-driven design improvements.
- Conducted user research, usability testing, and iterative design, resulting in a 40% increase in engagement and 25% drop in user churn.
- Designed user flows, wireframes, and high-fidelity prototypes in Figma for core features including appointment booking, community engagement, and learning modules.
- Optimized the admin panel to streamline business management, appointment tracking, and content moderation, improving operational efficiency.
- Collaborated with developers to ensure accessible, inclusive UI/UX, supporting diverse users across devices and geographies.

Aptimist Techno Solutions — *UX/UI Designer*

Jan 2022 – Nov 2023

- Designed and delivered user-centric web and mobile interfaces for various client projects, aligning design solutions with business goals.
- Created wireframes, user flows, and high-fidelity prototypes in Figma, ensuring consistent visual language and seamless user experiences.
- Collaborated with cross-functional teams to implement designs, conduct usability testing, and iterate based on feedback, improving product adoption and performance.

Aptimist Techno Solutions — *Graphic Designer*

Jun 2020 – Dec 2021

- Designed branding, marketing collateral, and social media assets, boosting brand visibility and audience engagement across platforms.
- Created compelling visual concepts and layouts for multi-channel campaigns, ensuring cohesive, on-brand designs across all client projects.

Education

Bachelor of Engineering – *Mechanical Engineering*

2014 - 2018

SRM TRP Engineering College, Trichy

Certifications

Advanced UX/UI Design Program – *Aspira Design, Chennai*

2022 (6 months)

Languages

English · Tamil