Mahesh Kantheti
UX Designer || Product Designer

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Portfolio
+1-628-666-8255

Experience

UX Designer || Kaiser Permanente-via HCL America Inc.
Pleasanton, California, USA   May 2021-Present
→Working as the sole designer at the intersection of healthcare and fintech
→Building a portal for simplified healthcare provider claims
→Creating and maintaining a scalable design system for the portal
→Working with representing big data for different screen interactions
→Delivering assets while working in an agile environment
→Creating screens for shorter support level projects

UX Designer || SOUP
Palo Alto, California, USA   Jan 2020-Dec 2020
→Designed and prototyped a mortgage calculator for affordable housing
→Re-designed client website to better market affordable housing initiatives
→Took ownership of the content design for the calculator and the website
→Guided user testing sessions for prototype improvement
→Conducted user research among several demographics in East Palo Alto

Designer and Brand Manager || Dewan Housing Finance Ltd.
Mumbai, India   Apr 2017-Jul 2018
→Created and executed design collaterals for company products
→Created instructional design content for internal training purposes
→Conducted branding events pan-India and worked with key stakeholders
→Initiated customer research and awareness among various demographics
→Led initiatives to create branding for physical office spaces
→Appointed as design liaison for all CSR activities

Copywriter || Leo Burnett-Publicis Groupe.
Mumbai, India   Jan 2016-Jan 2017
→Created physical and digital collaterals for India's largest bank, HDFC Bank
→Wrote ad films to promote a digital insurance product
→Shortlisted for a Cannes Young Lions for print category

Copywriter || DigitasLbi
Mumbai, India   Apr 2015-Dec 2015
→Wrote SEO and SEM campaigns for a major consumer goods company
→Created social media collaterals for an automobile client, Tata Motors
→Conducted website audits and content strategy for Tata Motors brands

Education

Masters of Design-Interaction Design
(Human Computer Interaction)

California College of the Arts
San Francisco, CA, 2019-2020

Diploma in Advertising
(Graphic Design, Copywriting, Branding)

Xavier Institute of Communications
Mumbai, India, 2014- 2015

Bachelor of Commerce
(Advanced accounting and business admin)

University of Pune
Pune, India, 2011- 2014

Skills

Design
User flows
UI specs
Concept sketches
Service blueprint
Wireframes
Copywriting
Storyboarding

Research
User interviews
Usability testing
Persona creation
Survey creation
Card sorting
Recruiting

Tools

Design
Figma
Adobe XD
Sketch
Miro
Framer
Zeplin
Photoshop
Illustrator
Keynote

Business
MS-Office
Google suite

Agile
Jira
Confluence
Trello
Slack
Notion

Languages
English
Hindi
German (basic)