Mahesh Kantheti

437-440-9202 ‖ Toronto ‖ hello@ixdmk.com ‖ ixdmk.com ‖ LinkedIn

Summary:

I'm a multidisciplinary interaction designer with a background in business and product management. I'm all about creating digital experiences that feel intuitive, look great, and actually work for people. I've led cross-functional projects, built design systems from the ground up, and helped teams get comfortable with new tools and ways of working through training and change management. At the heart of it, I care about connecting design to real business value by listening, testing, collaborating, and always iterating.

Professional Experience:

Senior Interaction Designer

HCLTech, *United States and Canada, May 2021 – May 2025,*
Toronto, (Feb 2024–May 2025),
San Francisco, (May 2021–Feb 2024)
Clients: *Norfolk Southern, Kaiser Permanente, Eaton Power*

Growth Design

- Led growth-focused proof of concepts demonstrating intelligent UX within enterprise workflows to drive efficiency and engagement
- Designed an AI-powered agent KYC flow for business banking, reducing user friction through adaptive UI and conversational patterns
- Streamlined logistics ticketing dashboard using UX prioritization, improving issue resolution speed and increasing dispatch efficiency by 30%

Norfolk Southern (Rail Logistics Platform Design)

- Delivered comprehensive user flows that **aligned user needs with business objectives,** enhancing operational clarity and stakeholder buy-in
- Led end-to-end UX research and user interviews, **uncovering key behavioral insights** that shaped high-impact design decisions
- Designed scalable **mockups and modular UI components,** contributing to a robust, reusable enterprise design system
- Created detailed journey maps and personas, **identifying workflow inefficiencies** and surfacing key opportunities for process optimization

Kaiser Permanente- Healthcare Insurance Claims Portal

- Reimagined the claims portal with a user-centered visual design strategy, **resulting in a 40% cost reduction** and increased task efficiency
- Introduced an intelligent search interface, **dramatically reducing provider effort** in navigating a complex dataset
- Partnered cross-functionally with engineers to ensure pixel-perfect implementation, **delivering fully annotated, developer-ready assets on time**

Designer & Brand Manager
DHFL - Dewan Housing Finance Corp, *Apr 2017 – Aug 2018, Mumbai, India*

- Created high-impact marketing **and public-facing web experiences** that elevated brand visibility and **drove user engagement** across digital channels
- Designed and developed instructional content for internal training modules, **improving employee onboarding, adoption,** and process consistency
- Led user research and awareness campaigns targeting diverse audiences, **uncovering insights that informed inclusive design strategies** and improved outreach effectiveness

Copywriter
Leo Burnett India, *Jan 2016 – Jan 2017, Mumbai, India*

- **Led creative development of integrated advertising and marketing campaigns** for a major financial services organization, aligning brand messaging with business goals
- **Scripted high-performing ad films for insurance products** to drive customer acquisition, boost engagement, and support product growth
- **Ideated and launched digital-led campaigns** that reached over **2M+ users,** driving a measurable increase in customer acquisition and cross-channel engagement

Education:
California College of the Arts — *San Francisco, CA*
Master of Design (M.Des), Human-Computer Interaction

Xavier's Institute of Communications — *Mumbai, India*
Diploma in Advertising and Marketing (Dip.), Copywriting, and Graphic Design

University of Pune — *Pune, India*
Bachelor of Commerce (B.Com), Accounting and Economics

Design Systems & Accessibility:
SAP Fiori, Salesforce Lightning (SFDC), Human Interface Guidelines, WCAG, 2.1 (Accessibility Standards), Material Design System

Tools & Skills:

- **Design and Prototyping:** Figma, Adobe XD, Photoshop, Framer, HTML/CSS
- **AI Design Tools:** Mid-journey, DALL·E, Replit, Galileo AI,
- **AI Productivity & Research:** ChatGPT, Notion AI, Perplexity AI, Claude, Typeform
- **UX & Collaboration:** Miro, FigJam, Mural
- **Project Management:** Jira, Trello, Asana, Confluence
- **Methodologies:** Agile, Scrum, Design Thinking
- **Other Skills:** UX Research, Storyboarding, Journey Mapping, Training & Onboarding