

Mahesh Kantheti UX and Product Designer

I am seeking a design role. With experience in consulting and marketing and an education in business and design, I bring a robust and varied skillset that will lend itself to any design and product role.

Experience

Designer and IT consultant

HCLTech

Sunnyvale, California, USA

May 2021-Present

Currently consulting Norfolk Southern as a UX Architect for deploying their new suite of apps.

Worked as a UX designer/consultant with Kaiser Permanente for their provider portal.

Responsibilities at Kaiser included creating a design system and shipping new features.

Also worked on the design and strategy requirements for company's product offerings.

Product Marketing Manager

Dewan Housing Finance Ltd.

Mumbai, India

Apr 2017-Jul 2018

Created and executed design collaterals for company products

Conducted national product activities working with legal compliance and other key stakeholders.

Created instructional design content for internal training increasing engagement by 40%.

Initiated customer research and awareness among various demographics.

Updated financials of team spending and created a standardized system.

Managed the purchase order and invoicing process with 3rd party vendors.

Copywriter

Leo Burnett

Mumbai, India

Jan 2016-Jan 2017

Created physical and digital collateral 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

Digitas

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

California College of the Arts

(Human Computer Interaction)

San Francisco, CA, 2019-2020

Diploma in Advertising

Xavier Institute of Communications

(Graphic design, Copywriting, Branding)

Mumbai, India, 2014- 2015

Bachelor of Commerce

University of Pune

(Advanced accounting and business administration)

Pune, India, 2011- 2014

Skills and tools

Strong communicator. Visual Design. Branding. Design thinking. User research

Copywriting. Content strategy. Presentations. Storytelling.

Excel. Powerpoint. Jira

Figma. Sketch. XD. Miro. Keynote. Photoshop. Illustrator.