AKHILESH MAURYA
MODULE LEAD - SYSTEMS (UX DESIGN)

📱 +91 9999693921 ✉ akhileshmaurya119@gmail.com

in LinkedIn
Bē Behance
🌐 akhileshmaurya.org

ABOUT ME

Senior UX Designer with **15+ years of experience**, specializing in creating impactful and desirable user experiences for mobile and web platforms. Proven ability to lead design teams and collaborate with cross-functional partners to deliver product innovation and optimize user journeys. Experienced in using data-driven insights to guide design decisions and implement successful, scalable products in global settings. Seeking a managerial role in Product Experience Design to leverage my expertise in driving customer-centric solutions and elevating business performance.

EDUCATION AND QUALIFICATION

A dedicated UX designer with over 10 years of experience in B2B and B2C applications across web and mobile platforms. Proven track record in delivering successful projects and leading teams. Passionate about continuous improvement and exceptional design.

- **Google UX Design Professional Certificate,** Coursera - Aug 2022
- **Complete Web & Mobile Designer,** Udemy - Aug 2022
- **Using AI for UX Design and Research,** LinkedIn - Oct 2024
- **UX Foundations: Content Strategy,** LinkedIn - Oct 2024
- **Leading and Managing Successful UX Teams,** LinkedIn - Oct 2024

- 🎓 **Bachelor of Arts,** Delhi University - 2008 - 2011
- 🎓 **Intermediate (12th), Uttar Pradesh** (Allahabad Board) - 2005 - 2007
- 🎓 **High School (10th), Uttar Pradesh** (Allahabad Board) - 2004 - 2005

KEY SKILLS

Product Experience Design, Leadership & Team Management, Research & Data-Driven Design, Design Thinking & Innovation, Prototyping & Testing,Cross-Functional Collaboration, Global User-Centered Design, UX/UI Design, HTML and CSS

DESIGN TOOLS

Figma, Adobe XD, Illustrator, Photoshop, Premiere Pro/After Effects, Google Analytics, Asana, Clarity, Mouseflow

---

WORK EXPERIENCE

MODULE LEAD - SYSTEMS AT MPHASIS
FEB-2024 - PRESENT
- Led cross-functional teams to design end-to-end user journeys for B2B platforms, improving customer engagement by 25%.
- Identified critical touchpoints in the user journey, collaborating with product management and research teams to prioritize high-impact features.
- Leveraged qualitative and quantitative research to define the problem space and design solutions that drive product adoption.
- Guided junior designers through feature elaboration, ensuring that both user and business needs were balanced in the design process.
- Localized product designs for specific regions by conducting market research and competitor analysis to create culturally relevant solutions.
- Prototyped and tested new product features, continuously iterating based on user feedback and usability test results.

SR. UX DESIGNER AT JUST ANSWER
DEC 2022 - JAN - 2024
- Spearheaded the creation of high-impact, scalable user experiences across mobile and desktop platforms, increasing customer retention by 30%.
- Collaborated with stakeholders to identify key user pain points and opportunities for product enhancement, resulting in the launch of a new user onboarding flow that improved sign-up rates.
- Led the design and testing of interactive prototypes for user flows, ensuring all interactions were simple, seamless, and effective.
- Worked closely with developers to implement designs and iterate on feedback, ensuring that product designs were executed to a high standard.
- Created storyboards, wireframes, and high-fidelity mockups to communicate design concepts effectively to both stakeholders and development teams.

UX DESIGNER AT BYJU'S
MAR 2020 - NOV 2022
- Developed user-centered designs for a range of mobile and web-based educational tools, aligning with both business goals and user needs.
- Worked cross-functionally with product managers, researchers, and stakeholders to align product designs with overall product strategy.
- Applied data-driven decision making to continuously improve user flows, resulting in a 20% increase in product adoption.
- Utilized design thinking to explore multiple design options and conducted competitive research to ensure the product remained innovative and effective.
- Facilitated stakeholder reviews and collaborated with the product team to prioritize new feature development based on customer feedback.

UI/ UX DESIGNER AT PAYBACK INDIA (RETAINED AS FULL-TIME EMPLOYEE)
JAN 2019 - MAR 2020
- Championed the creation of user-centric design frameworks, influencing key product features and user journey enhancements.
- Established a collaborative design process, interfacing with cross-functional teams to align user research insights with business goals.
- Managed successful UI/UX campaigns and social media creatives, contributing to the company's strong market presence and customer engagement.

UI/UX DESIGNER AT PAYBACK INDIA (ON PAYROLL VIA MANPOWER INDIA)
MAY 2018 - DEC 2018
- Spearheaded user interface design projects, which significantly improved user interaction models and contributed to a more intuitive digital environment.
- Provided strategic design support to business development teams, ensuring that design elements aligned seamlessly with client objectives.
- Oversaw the creation of compelling UI/UX materials for high-profile campaigns, enhancing brand recognition and user engagement.

UI/UX DESIGNER AT PAYBACK INDIA (ON PAYROLL VIA WUNDERMAN INDIA)
OCT 2014 - MAY 2018
- Executed user experience research with a focus on creating engaging user interfaces, leading to a significant uptick in user retention.
- Contributed to business development initiatives through the design of persuasive marketing materials and digital campaigns.
- Served as a key team player in managing and delivering high-impact creative projects for top-tier clients.

SR. GRAPHIC DESIGNER AT AVA MERCH. PVT. LTD.   MAR 2014 - JUN 2014
- Designed product catalogues, and web pages, making sure during the print quality of the images and colours are being followed.

SR. GRAPHIC DESIGNER AT NETWORK INDIA   DEC 2010 - FEB 2014
- Collaborate with marketing department for design based on the concept. Design for Print product booklets of every month. Concept of designing for graphical advertisement.

GRAPHIC DESIGNER AT CONTINENTAL FORMS PVT. LTD.   APR 2009 - DEC 2010
- Design for Print fashion look book of every month. Making Hoarding designs for different-different segments.

INTERN AT SPIDERNET ADVERTISEMENT   APR 2008 - MAR 2009
- Creating print magazine layouts & brand identity assets, as well as spearheading website experience improvements.

RECOGNITION

Extra Mile Award at Byju's (2021) for best performance and excellent team management.

Torch Bearer Award at PAYBACK India (2019) for excellent campaign delivery and brand integration in partner apps.

STRENGTHS

- **Team Leadership:** Proven ability to lead and mentor teams to deliver high-quality design solutions.

- **Strategic Vision:** Capable of translating user needs and business goals into clear design strategies.

- **Problem-Solving:** Expertise in identifying key user pain points and opportunities for improvement.

- **Cross-Functional Collaboration:** Adept at working with stakeholders, product managers, and developers to create impactful design experiences.