VM Meenakshi

UX DESIGNER

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User Experience Designer with 15+ years of experience leveraging user-centered design to create intuitive, research-driven digital solutions. Experienced in using AI tools to expedite design processes. Skilled in user research, journey mapping, prototyping, and usability testing. Strong collaborator with problem-solving, storytelling, and design thinking skills.

EXPERIENCE

User Experience Designer
💼 RALB Technologies Pvt. Ltd.   📅 Apr. 2018 — Aug. 2023

- Led user research, wireframing, and usability testing across product life-cycles.
- Using AI tools like Chatgpt, Motiff, Claude, Lovable etc to speed up the design process
- Delivered interactive prototypes and collaborated in Agile sprints for continuous improvement.
- Conducted user interviews, surveys, competitive analysis, and market research, created personas, task flows & sitemaps
- Working directly with higher-level management to produce prototypes.

Sr. Marketing Manager
💼 Previous organizations   📅 Mar. 2009 — Feb. 2018

- Conducted market/user research and competitive analysis.
- Led mass communication and branding strategies aligned with user needs.
- Handled advertising campaigns, product launch events and PR events.
- Collaborated with creative, technical and sales teams to understand and deliver to fulfill user expectations.
- Improved user experience through research, feedback analysis, and branding consistency.

SKILLS

AI Skills
Prompt engineering to aid in generating UI variants, microcopy, or creative concepts
Generative design tools: ChatGPT, NotebookLM, Otter.ai, Miro, Whimsical, Uizard, Lovable, Motiff

UX Design Skills
User research & interviews, wireframing & prototyping, usability testing, heuristic evaluation, information architecture, interaction design, design thinking, Figma

Soft Skills
Clear Communication, Storytelling, Cross-Functional Collaboration, Problem Solving, Critical Thinking

EDUCATION

Course in UX Research
📖 Designerrs Academy, Bengaluru   📅 2025
📖 AI for Designers, IxDF   📅 2025

Master in Business Management
📖 Indira Institute of Management, Pune   📅 2008

Bachelor of Pharmacy
📖 AISSMS College of Pharmacy, Pune   📅 2006