

# Logesh Deivasigamani

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I'm a seasoned UX professional with strong communication, data analysis, teamwork, and problem-solving skills. As a design consultant for nearly a decade, I've influenced people's lives positively. Human-centered design ideas, approaches, and best practices.

## Work Experience

### Senior Product Designer

Nov 2021 – Till Date

LeadIQ – Chicago, USA

- Leading Scribe's Web app and Chrome extension experience design strategy, end-to-end user flow, Interaction design, and visual design delivery using lean UX principles.
- Collaborate with the product manager and the user research team to explore new opportunities and evaluate the new concepts with the internal sales team and external beta users.

### UX Consultant

Mar 2021 – Oct 2021

Freelance - India & USA

I worked with multiple customers via the use of freelancing platforms such as Upwork and LinkedIn. I helped in designing the user experiences for their digital products.

### Product Designer

Mar 2020 – Feb 2021

JobStreet.com - Kuala Lumpur, Malaysia

- Led the brand unification efforts for SEEK, JobStreet, and JobsDB email notification products in four major regions (Singapore, Malaysia, Philippines, and Indonesia).
- Facilitating user interviews to discover pain points and resolving them led to a 15% increase in email engagement.

### Lead Interaction Designer

Jan 2017 – Feb 2020

Wells Fargo - Bangalore, India

- Managed a small team of interaction designers to design the user scenarios, flows, models, wireframes, and prototypes for the Commercial Banking apps.
- Strategize to help commercial banking design systems to evolve and become more consistent with their style and pattern by working together with the framework team.

### UX Specialist

Feb 2016 – Oct 2016

Emirates Airlines - Dubai, UAE

- Led digital transformation initiatives, including B2B iOS applications for the cabin crews.
- Influenced the project teams to implement consistency and reusability by collaborating with product managers and engineers on the evolution of the design system.

### Cx Interaction Designer

Aug 2015 – Feb 2016

Wells Fargo - Bangalore, India

Conduct User Research, and use the research outcome and insights to design the user scenarios, flows, models, wireframes, and prototypes for the Commercial Banking apps.

### UX Designer

Apr 2011 – Jul 2015

Tata Consultancy Services - India, UK, Hong Kong

As a UX consultant, I worked with different clients from diverse industries throughout the globe and handled several projects in a fast-paced environment.

Clients: British Airways (UK), Cigna Insurance (HK), Bank of America, Citi Bank

### Visual Designer

Jun 2007 – Mar 2011

Multiple Companies - India

I spent the very first three years of my career working for start-ups. I designed logos, brochures, websites, and e-learning programs using Adobe tools.

Company names: A S Productions, Asec India, Hurix Digital.

## Skills

Design strategy  
Journey Mapping  
Interaction design  
User Research  
Usability Testing  
Information architecture  
Product design  
Mobile design  
Responsive Web Design  
Visual design  
Wireframes  
Prototyping  
Design systems

## Strengths

Design Leadership  
Mentorship  
Influencer  
Collaborator  
Stakeholder Management  
Brainstorming  
Design thinking  
Design Articulation  
Creative Problem Solving  
Strategic Thinking  
B2C Experience  
B2B Experience  
SAAS Experience

## Tools

Figma  
Sketch App  
Invision  
Adobe Creative Suite

## Education

Bachelor of Computer Application  
2009 - 2011  
Diploma in Textile Technology  
2004 - 2007