

Logesh Deivasigamani

Portfolio: <https://www.logeshdeivasigamani.com/portfolio>

10+ Years of Experience in Designing Web and Native Mobile Applications

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.

My Day-to-Day Responsibilities

- Conduct user research to gather insights and validate design decisions, incorporating feedback into iterative design processes.
- Transform the research insights into presentable outcomes like journey maps and user storyboards to articulate the research insights to the cross-functional team and executive teams.
- Collaborate with the Product manager and engineers to prioritize the tasks.
- Work closely with developers to ensure the feasibility of design solutions and maintain design consistency throughout development.
- Experience in front-end development principles and an understanding of technical constraints, and the design handoff processes, including generating assets for development.
- Create Wireframe, High-Fidelity mockups for Web and Native Mobile applications (iOS/Android) and review them with peers and Stakeholders.
- Crafting user-friendly experiences through adaptive and responsive design while adopting a mobile-first mindset.
- Closely work with the developer for the implementation and to review the final product.
- Constantly contribute to the Design System and Company Library.
- Learn, Mentor Junior Designers and Educate/evangelize about UX across the group.

Work Experience

Senior Product Designer - Consultant

11/2022- Present

Lowes - Chicago, USA

- Collaborate with enterprise Item team members to create end-to-end experiences and identify customer needs, utilizing design thinking techniques for ideation.
- Drive alignment through quick experiments, such as presenting paper prototypes, to enhance user experiences.
- Contribute to cutting-edge retail strategies by crafting comprehensive end-to-end experiences.
- Collaborate with cross-functional teams, gathering feedback to continually improve UX activities and end results.
- Serve as a Lowe's Senior UX Architect, actively involved in designing and developing informational frameworks and interfaces.
- Build and deliver high-quality architectural artifacts, including user flows, wireframes, concept sketches, personas, and documentation.
- Work across platforms and in-store devices to create user-centered experiences for Lowe's customers and sales associates.
- Solve problems, evaluating and responding to feasibility, viability, and desirability requirements.

- Consider projects holistically, balancing high-level service design objectives with fine details of customer and associate interaction.
- Own end-to-end UX designs, from discovery to implementation, fostering key relationships across omni-channel partners and ensuring innovative user experiences.

Lead Product Designer

07/2022- 11/2022

Datacy Inc - Chicago, USA

Take charge of the entire UX design process for your product, spanning from initial exploration to execution. Adhere to and contribute to our design principles and evolving Design System, aiming to uphold consistency while enhancing future iterations.

Establish project goals, prerequisites, and schedules in alignment with our organization's objectives. Identify relevant analytics to monitor and measure progress consistently.

Tools: Figma, Invision

- Creating high-fidelity UI/UX designs, interactive prototypes, and design systems.
- Maintain and update design files, ensuring version control and organized design systems in Figma.
- Creating and maintaining Figma features, components, and collaboration functionalities.

Senior Product Designer

11/2021- 07/2022

LeadIQ Inc - 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.

Tools: Figma, Invision

- Creating high-fidelity UI/UX designs, interactive prototypes, and design systems.
- Maintain and update design files, ensuring version control and organized design systems in Figma.
- Creating and maintaining Figma features, components, and collaboration functionalities.

UX Consultant

03/2021-10/2021

Iflowsoft - India

I worked with multiple customers, I helped them in designing the user experiences for their digital products. Work on several projects/products simultaneously while meeting tight datelines.

- Lay the groundwork and define core interactions across our platforms (tablet, mobile, web)
- Create, collaborate, and iterate on flows, prototypes, and high-fidelity visuals
- Work cross-functionally with product management, engineering, and design peers
- Facilitate or lead experiments, design sprints or iterative design delivery in collaboration with product managers, content designers, video creators and developers.

Clients: YUJ Designs, Zomofit

Tools: Figma, Sketch, Adobe XD, Invision

Product Designer

03/2020-02/2021

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.
- Design flows and experiences that simplify and distill down complex actions into usable interfaces
- Design new experiences or layouts that evolve and define visual systems
- Partner with the mobile apps team to ensure the notifications standards are meets per the iOS and Android design guidelines.
- Contribute to strategic decisions around the future direction of "company" products
- Give and solicit feedback from designers and a broader product team in order to continually raise our bar for quality, while also taking on mentorship
- Lead a partnership with product managers, engineers, researchers and content strategists to oversee the user experience of a product from conception until launch
- Contribute to overall strategy and decision-making about product direction

Tools: Figma, Invision

Lead Interaction Designer

01/2017-02/2020

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. Building a design system with a comprehensive guide for digital product design that sets principles, guidelines, accessibility, standardization and best practices to design and develop an application.

- Create, collaborate, and iterate on flows, prototypes, and high-fidelity visuals
- Design and ship high quality product improvements
- Love tackling ambiguous problems and shaping them into clear goals
- Leverage prototyping skills to articulate your designs, especially in cases where interactions may be particularly nuanced.
- Crafted high quality visual designs for the payment applications for Native mobile apps as well as the Web application.
- Keep up with the latest designs from Apple and make sure our work follows their Human Interface guidelines for how things should look and work on devices.

Tools: Sketch, Invision & Figma

**International Transfer
On Vacation**

11/2016-12/2016

UX Specialist

02/2016-10/2016

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.

Tools: Sketch, Invision

Cx Interaction Designer

08/2015-02/2016

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.

Validate the mock-ups with the users, gather feedback, iterate and deliver.

Tools: Adobe Illustrator, Invision

UX Designer

04/2011-07/2015

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.

Tools: Adobe Illustrator, Invision

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

Visual Designer

06/2007-03/2011

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.

Tools: Adobe Photoshop, Adobe Illustrator,

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

Education

Bachelor of Computer Application

2011

Tamil Nadu Open University

Chennai - India