

Logesh Deivasigamani

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10+ YEARS OF EXPERIENCE IN DESIGNING WEB AND NATIVE MOBILE APPLICATIONS | EXPERIENCE IN LEADING SMALL TEAMS | MENTOR

Seasoned UX professional with a decade of design consulting, specializing in B2B, B2C, and SaaS applications. A fast learner and holistic thinker, I prioritize human-centered design for impactful solutions. Strong domain knowledge in Banking, Airline, and E-commerce.

Work Experience

Senior Product Designer - Consultant

Nov 2022 – Till Date

Lowes - Chicago, USA

- Own end-to-end UX designs, collaborating with the Enterprise Item team for customer-centric experiences.
- Drive alignment through experiments like presenting paper prototypes for enhanced user experiences.
- Conduct user research, validate design decisions, and incorporate iterative feedback.
- Transform research insights into outcomes like journey maps and user storyboards for cross-functional and executive teams.
- Lead innovation, collaborating with Product Manager and engineers to prioritize business objectives and user stories.
- Collaborate on Figma mockups with the business team, ensuring final design approval with front-end developers for feasibility and consistency.
- Create user-centered experiences for Lowe's across platforms and in-store devices.
- Contribute continuously to the Design System and Figma Company Library, ensuring accessible high-fidelity
- Figma mockups and implementing (WCAG) Accessibility best practices.
- Learn, mentor junior designers, drive design review meetings, and educate/evangelize about UX across the group.

Product Design Lead

Jul 2022 – Nov 2022

Datacy - Chicago, USA

- Take charge of the entire UX design process for the 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.
- Leading the advancement of branding and pioneering the Consumer platform (Web app/Chrome Extension) and Datacy Insights B2B platforms, I collaborate closely with leadership to swiftly translate visions into validated concepts

Senior Product Designer

Nov 2021 – Jul 2022

LeadIQ - Chicago, USA

- Led 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

iFlowsoft - India & USA

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.

Product Designer

Mar 2020 – Feb 2021

JobStreet.com - Kuala Lumpur, Malaysia

- Led brand unification for SEEK, JobStreet, and JobsDB email notifications across Singapore, Malaysia, Philippines, and Indonesia.

- Conducted user interviews, resolving pain points and achieving a 15% increase in email engagement.
- Designed user flows and experiences simplifying complex actions into usable interfaces using Sketch and Figma.
- Collaborated with mobile apps team to ensure notification standards meet iOS and Android design guidelines.
- Contributed to overall strategy and decision-making for product direction.
- Led a partnership with product managers, engineers, researchers, and content strategists to oversee product UX from conception to launch.

Lead Interaction Designer

Jan 2017 – Feb 2020

Wells Fargo - Bangalore, India

- Managed a small team of interaction designers for Commercial Banking apps, overseeing the design of user scenarios, flows, models, wireframes, and prototypes.
- Strategized to enhance consistency and style of commercial banking design systems by collaborating with the framework team. Built a comprehensive design system guide for digital product design, incorporating principles, guidelines, accessibility, standardization, and best practices.
- Crafted high quality visual designs for the payment applications for Native mobile apps as well as the Web application.
- Ensuring that the high-fidelity mockups are made accessible for everyone and that Accessibility best practices (WCAG) are implemented.
- Took the lead in learning, mentoring junior designers, driving design review meetings, and educating/evangelizing about UX across the group. Additionally, assume responsibility for defining and aligning our approach to design quality while providing guidance and mentorship to our designers.
- Crafting user-friendly experiences through adaptive and responsive design while adopting a mobile-first mindset.

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 – Aug 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

Education

Bachelor of Computer Application
Chennai, India 2009 - 2011

Masters in Arts (User Experience)
Falmouth, UK 2024 - PRESENT

Tools

Figma
Sketch App
Adobe XD

Skills

Design strategy Mobile App design
User Research Responsive Web Design
Usability Testing Design systems
Interaction Design Web Accessibility