

Mahesh Kantheti

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[Website/Portfolio](#)

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I am seeking a design role. With experience in consulting, marketing, and an education in business and design, I bring a versatile skillset to any product role. I am adept at problem solving, understanding consumer behavior, and applying Human Centered Design best practices. Additionally, my strong communication and project management skills ensure efficient collaboration and successful product development from ideation to launch.

Experience

Senior Interaction Designer

Toronto, Ontario, Canada

HCLTech

May 2021-Present

Shipped a new product at Norfolk Southern for simplified freight operations.

Created detailed design systems and updated product documentation.

Worked with users onsite helping them transition to new products on desktop and mobile.

Documented user feedback and provided suggestions for product improvements.

Created customer journey maps and other Human Centered Design deliverables.

Product Marketing Manager

Mumbai, India

Dewan Housing Finance Ltd.

Apr 2017-Jul 2018

Created and executed design collaterals for company products.

Conducted national product activities working with legal compliance and key stakeholders.

Created instructional design content for internal training increasing engagement by 40%.

Initiated customer research and awareness among various demographics.

Updated financials of team spending and created a standardized system.

Managed the purchase order and invoicing process with 3rd party vendors.

Copywriter

Mumbai, India

Leo Burnett

Jan 2016-Jan 2017

Created physical and digital collateral for India's largest bank, HDFC Bank.

Wrote ad films to promote a digital insurance product.

Shortlisted for a Cannes Young Lions for print category.

Copywriter

Mumbai, India

Digitas

Apr 2015-Dec 2015

Wrote SEO and SEM campaigns for a major consumer goods company.

Created social media collaterals for an automobile client, Tata Motors.

Conducted website audits and content strategy for Tata Motors brands.

Education

Masters of Design-Interaction Design

(Human Computer Interaction)

California College of the Arts

San Francisco, CA, 2019-2020

Diploma in Advertising

(Graphic design, Copywriting, Branding)

Xavier Institute of Communications

Mumbai, India, 2014- 2015

Bachelor of Commerce

(Advanced accounting and business administration)

University of Pune

Pune, India, 2011- 2014

Skills and Tools

Design User flows UI specs Concept sketches Service blueprint Wireframes

Research User interviews Usability testing Persona creation Survey creation Card sorting

Design Figma Adobe XD Sketch Miro Framer Zeplin Photoshop Illustrator Keynote

Business Jira Confluence Trello Slack Notion Microsoft 365 Google suite