M Chandrasekhar

UX/UI & Product Designer

+91 83749 61916 | Chandu.malepati92@gmail.com

Portfolio: www.chandraux.com | www.linkedin.com/in/chandrasekhar

Some of my projects are under NDA, get in touch to know more!

ABOUT ME

Senior UX/UI & Product Designer with 9+ years building digital products across utilities, fintech, e-commerce, healthcare, and finance. Currently leading enterprise UX at Impresa.ai for Saudi Electricity Company (SEC), designing mission-critical platforms across energy ev intelligence and grid operations. Previously a UX Designer at Amazon via UST Global working on fintech products, and Founding Designer for TYNYBAY. Works across the full design arc — research, flows, IA, UI systems, and design-to-development handoff. Independently ships products using Figma AI, Claude, and Gemini. Pursuing a Certified **Master's in UX & Visual Design, IIT** Hyderabad (2025–2026).

CORE SKILLS

Product & Strategy: UX Strategy · Problem Framing · Info. Architecture · Retention & Activation · Data-Informed Design · Functional Specification Documentation · Competitive Analysis · Heuristic Evaluation · Qualitative & Quantitative Research
Craft & Execution: Interaction Design · Visual Design · Wire-framing & Prototyping · UX Writing · Usability Testing
Visual QA · A/B Testing · Data Visualisation
Systems & Handoff: Design Systems & Tokens · Component Libraries · Accessibility (WCAG) · Engineering Handoff
Design-to-Code · Agile Workflow
AI & Tooling: Figma · Figma AI · Adobe XD · Illustrator · Photoshop · Lottie · Power BI · Jira · Notion · Claude · Vibe Coding · Gemini

EXPERIENCE

Abjayon / Impresa.ai

Oct 2024 — Present

Senior UX & Product Designer · **Client:** Riyadh, Saudi Arabia (SEC – Saudi Electricity Company Engagement)

- Leading enterprise design across **3 utility platforms** — EV Intelligence, Power Quality Monitoring, and Grid Operations — serving **1,000+ operational and business stakeholders** nationwide; partnering with product, engineering, and data teams to translate complex technical specs into shippable, user-centered solutions across 6 mission-critical modules
- Collaborated closely with product managers, engineers, domain experts, data scientists, and business leaders to align on operational requirements and deliver scalable digital experiences for enterprise and field stakeholders
- Delivered full UX work-streams — discovery workshops, user research, journey maps, information architecture, wireframes, and high-fidelity prototypes — across multiple mission-critical platforms.
- Introduced AI-powered design workflows **(Figma AI, Claude, Gemini)** that cut ideation and wire framing cycles by **~50%,** maintaining high output quality across parallel workstreams.
- Designed **advanced data visualisation experiences** that transformed large-scale grid and operational data into actionable insights, enabling faster decision-making for utility operators.
- Established a unified design system with **120+ reusable components** across products — reducing design-to-development handoff time by **~40%** and virtually eliminating visual inconsistency across modules

UST Global

Jan 2024 — Sep 2024

Senior UX designer · India · Client: Amazon Fintech

- Delivered a key workflow redesign of **Planning Central, Blueprint & A-CAPS** within an accelerated **one-month timeline**, earning direct appreciation from Amazon global leadership for execution speed and quality.
- Simplified multi-step fintech workflows into streamlined, intuitive flows — reducing average task completion time by **~32%** for end users across internal operational tools.
- Conducted UX audits to implement user-centric solutions, resulting in a in a **68% reduction in usability issues** and increased customer accepetence .
- Partnered closely with product management and engineering to ensure alignment and effective implementation of design solutions
- **Developed 30+ interactive prototypes** to validate concepts early, cutting rework during implementation by an estimated **~28%**
- Specialised in accessibility annotations and component-level documentation, **reducing developer interpretation errors by ~45%** and accelerating design-to-development handoff.

TYNYBAY INC
Nov 2021 - Jan 2024

UX/UI Designer · Founding Designer · India · EVRE EV App · Super Construct · AB Academy · TYNYBAY

- Designed the **EVRE EV charging app** end-to-end — contributed to **40%+ growth in active users** and a significant increase in app downloads through iterative usability improvements post-launch
- Led TYNYBAY corporate website redesign, improving session duration by **~35%** and **reducing bounce rate** by **~22%** through improved IA and visual hierarchy.
- Owned the full design lifecycle across 6 concurrent client engagements spanning EV tech, construction, and education — delivering all projects on time with zero client escalations.
- Built and maintained scalable design systems and component libraries, cutting handoff time across parallel products by **~38%** and improving design consistency scores in QA reviews.
- Partnered with engineering teams to ensure pixel-perfect implementation across web and mobile, reducing post-handoff revision cycles by **~30%**

Aumnics Inc
Oct 2019 - Nov 2021

UX/UI Designer · India · N2N Services (USA) · Amy.pro Healthcare · Illuminate EdTech

- Led UX for Illuminate EdTech platform serving **200+** higher education institutions across the USA — streamlined complex API monitoring into an intuitive interface, meaningfully reducing support queries and improving self-service capability post-launch.
- Designed Amy.pro healthcare referral trust platform end-to-end — established the design foundation for a regulated B2B infrastructure product targeting 100+ healthcare providers
- Revamped the design system and introduced new components, improving visual consistency and reducing design-to-development friction across Aumnics products.
- Handled **post-implementation design reviews** across multiple modules, maintaining 95%+ consistency rate across applications.

MTW Labs
Jun 2017 - Oct 2019

UX/UI & Visual Designer · India · My Perfect Fit · Goodclap · Easy Gaadi · Makers of milkshake

- Led responsive web and mobile design for **5+ major portals**, focusing on usability, accessibility, and modern grid layouts — improving task completion rates and reducing friction across key user workflows post-launch.
- Create interactive prototypes that simulate how the final product will work, allowing stakeholders and developers to visualise the design
- UI Foundation : Handled rapid screen adoption and core UI craft for multiple startup clients, accelerating product timelines through hands-on **visual problem-solving**

Avontix Solutions
Apr 2015 - Jun 2017

UI & Visual Designer · Avontix Corporate

- Led responsive web and mobile design for major portals and landing pages, focusing on usability, accessibility, and modern grid layouts .
- Participated in the redesign of the company's website and created PowerPoint presentations for business meetings.
- Designing logos, brochures, and icons was also part of my responsibilities

EDUCATION & CERTIFICATIONS

Indian Institute of Technology (IIT), Hyderabad
2025 - 2026

Master's in UX & Visual Design

SV College of Fine Arts (Osmania University)
2009 - 2015

BFA - Applied Arts

Certifications: Interaction Design for Usability · Digital Skills User Experience · Visual Design the Ultimate Guide Information Visualisation · Design for the 21st Century with Don Norman · Design Thinking Understanding the Process

COMMUNITY & VOLUNTEERING

- **Design Lead, Run for a Girl child (2017 – 2020)** · Led design for a non-profit focused on girls' education — **3 years** of creative leadership across campaigns, identity, and event collateral.
- **Volunteer Designer, Seva Bharathi (2017 – 2020)** · Designed digital solutions and organised community engagement events to drive social impact and outreach.