

## MAHINDRA PRASAD TUDU

he/him/his

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### education

2019 - 2025 **NATIONAL INSTITUTE OF DESIGN** **AHMEDABAD, GUJRAT**

Master of Design in Graphic Design.

2013 - 2017 **SILICON INSTITUTE OF TECHNOLOGY BHUBANESWAR, ODISHA**

Bachelor of Technology in Electronics and Telecommunication.

### experience

2022 - Present **INDEGENE PVT. LTD** **BENGALURU, KA**

#### Senior UI/UX Designer

Experience in designing accessible, mobile-first digital experiences for pharmaceutical clients and agencies. Skilled in user research, design systems, and cross-functional collaboration to deliver scalable, user-centered solutions that improve usability and efficiency.

- Recognized as **Best Performer** and **Best Sprinter** for outstanding contributions.
- Led UX design for mobile-first webpages and design systems, improving usability, consistency, and accessibility (WCAG).
- Conducted user research with clients, AORs, and healthcare professionals to define user needs, journeys, and success metrics.
- Collaborated with developers to manage design tokens via GitHub, enabling automation and reducing manual effort by 50%.
- Designed reusable and scalable Emailer Design System aligned with UX and accessibility best practices and optimized email experience for Healthcare Professionals.

2021 - 2022 **MARWADI SHARES AND FINANCE LIMITED** **MUMBAI, MH**

#### UI/UX Design Intern

Experience in financial platforms, focused on user research, journey design, and conversion optimization to improve engagement and trust.

- Designed user journeys and experiences that reduced user drop-offs by 80%.
- Created emailers and webpages to improve user engagement and conversions, achieving a 40% increase.

### skills

User research, journey mapping, and usability, with experience in wireframing, prototyping, mobile-first design, and design systems. Proficient in **Figma**, **Adobe XD**, **Webflow**, **Tokens Studio**, and **GitHub** for design & token management, with a strong focus on data-driven UX and conversion optimization.

Experienced in leading design-to-development collaboration, translating design into technical requirements, and driving implementation discussions with developers. Leverage AI tools such as **ChatGPT** and **Claude** for data collection, persona creation, key insights, ideation, prototyping, and workflow efficiency.

### personal

Learning japanese, exploring places, video games