

Mahindra Prasad Tudu

UX / Product Designer · Design Systems · Design Tokens · AI-Enabled Workflows

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SUMMARY

UX / Product Designer with 4+ years designing accessible, scalable product experiences from discovery through delivery across pharma, healthcare, and fintech. Specialises in design systems — design tokens, Figma Variables, and Tokens Studio — including a GitHub-managed token pipeline built with engineers that cut manual design-to-development effort by 50%. Integrates AI-assisted methods into research synthesis, ideation, and spec production to increase exploration without losing rigour. Grounds decisions in qualitative research and measurable outcomes, and treats WCAG accessibility as a delivery requirement rather than a final check.

CORE SKILLS

Design Systems — Design tokens, Figma Variables, Tokens Studio, atomic design, reusable component libraries, UI kits, cross-team design standards, system documentation and governance

UX & Interaction — User research, journey mapping, usability testing, information architecture, user flows, wireframing, storyboarding, prototyping, interaction design, mobile-first and responsive design

AI-Enabled Design — AI-assisted research synthesis, persona development, ideation, rapid prototyping, and design-ops automation (ChatGPT, Claude)

Accessibility — WCAG 2.1 AA, inclusive and accessible component design, regulated-domain compliance

Design-to-Development — GitHub token workflows, developer handoff and specs, translating design into technical requirements, designing within platform and engineering constraints

Tools — Figma, Adobe XD, Webflow, Tokens Studio, GitHub

EXPERIENCE

Senior UI/UX Designer — Indegene Pvt. Ltd., Bengaluru

2022 – Present

- Lead end-to-end UX — discovery through delivery — for mobile-first web experiences and design systems serving global pharmaceutical clients, improving usability, consistency, and WCAG accessibility.
- Built a GitHub-managed design token pipeline with engineering, automating design-to-development handoff and reducing manual effort by 50%.
- Designed and scaled a reusable Emailer Design System (UI kit) for healthcare-professional audiences, aligning client and agency teams on shared components and design standards.
- Ran user research with clients, agencies of record, and healthcare professionals; translated qualitative and quantitative insight into user journeys, interaction concepts, and implementation-ready designs.
- Integrated AI-assisted workflows into research synthesis, persona development, and prototyping, increasing exploration throughput across concurrent client engagements.
- Recognised with Best Performer and Best Sprinter awards for delivery quality and pace.

UI/UX Design Intern — Marwadi Shares and Finance Ltd., Mumbai

2021 – 2022

- Redesigned user journeys for financial platforms, reducing user drop-off by 80% through data-informed iteration.
- Designed emailers and web pages that increased user engagement and conversion by 40%.

SELECTED CASE STUDIES

Design token automation and design-to-development pipeline · Emailer Design System for healthcare professionals · Fintech journey redesign. Full case studies: mptudu.in

EDUCATION

Master of Design (Graphic Design) — National Institute of Design, Ahmedabad · 2019–2025

B.Tech, Electronics & Telecommunication — Silicon Institute of Technology, Bhubaneswar · 2013–2017