Chennai, India
9952890208 · deepshikasakthivel@gmail.com

Deepshika Sakthivel, Experience Designer, and Systemic Thinker

A UX Designer with 7 years of experience, contributed to various projects on gaming & device configurations, healthcare, real estate, edutech, etc. An avid storyteller, spatial thinker.

I work at the intersection of tech, psychology, data & human-computer interaction to drive better business outcomes.

Links

[Portfolio](#)   [Medium](#)

[Linkedin](#)   [Mentorship](#)

Professional Experience

Senior UX Designer at Logitech, Chennai

Apr 2024 — Present

Leading the software UX design for gaming mice configuration software (G Hub), used by 68M+ users.

Conducted extensive qualitative & quantitative research, A/B testings, user interview & surveys, post-production testing, data analysis, QA etc. for 20+ projects.

Senior Experience Designer at Publicis Sapient, Chennai

Dec 2023 — Mar 2024

Worked for Verizon (client) - under NDA Contributed to internal projects, service design initiatives, research groups & mentorship activities inside the company.

Senior product designer at Credo Health, Chennai

Jan 2022 — Nov 2023

Delivered 30+ features across AI integrations and Electronic Health Records (EHR) platforms, driving a **110% increase in product conversion**.

Led the end-to-end **UX strategy**, aligning user experience with business growth objectives and competitive positioning.

Spearheaded and **mentored a UX/UI team**, improving design **delivery efficiency and execution quality.**

Built and scaled a comprehensive **Design System**, reducing design inconsistencies and accelerating development cycles.

Leveraged **user research, behavioral data, and iterative testing** to optimize user journeys and improve engagement.

Partnered with senior leadership and clients to shape product vision, present **strategic design roadmaps**, and influence key business decisions.

UX Designer at Moveasy (currently LiveEasy), Columbus

Jun 2021 — Dec 2021

As a UX Designer for an all-in-one home concierge servicing company, I spearheaded the experience design & guidelines for end-to-end development of a concierge web app that manages **1M+ customers and fosters relationships with 20+ big real estate clients of US, UK & Europe.**

The revamped product resulted in **lesser time on task & user enrollment ratio going up from 43% to 88%.**

Design Manager at Curiosité, Tiruchirappalli

Dec 2020 — Jun 2021

Led design at a dynamic startup of 50+ creatives, worked & guided on branding & UI/UX design, also helped with app/web development projects on design handoff, testing pre & post production etc

UI/UX Designer at QuillBot.Inc, Chicago

Sept 2020 — Dec 2020

Drove a **20% increase in conversion within 30 days** by revamping the subscription journey and restructuring the product dashboard.

Improved overall user perception, contributing to **growth in web visits** and positive user reviews.

Partnered with executive **leadership, analytics, and content teams** to align design decisions with business and user goals.

UI/UX Designer at Azym Technology, Qatar

May 2019 — Sept 2020

I helped maintain style guides, crafting user personas, wireframing, prototyping, and creating a brand with a face that elevates digital experiences for 20+ projects.

UI/UX Designer at QP.Inc , Tiruchirappalli

Feb 2018 — Apr 2019

My role was focused on delivering impactful digital experiences by applying user-centric design principles, research, and collaboration fo drive increased user engagement and satisfaction.

Education

Bachelor of Science in Chemistry, Bishop Heber College

May 2021

UI/UX Design Specialisation, California Institute of Arts

Dec 2020

Courses

Human Centred Design at University of Leeds

Nov 2024

Enterprise Design Thinking - Practitioner & Co-Creator at IBM

Jan 2021

User Experience & Mobile Interfaces Design at Accenture

Aug 2020

Python & Digital Marketing at Google

Jun 2020

App development & web development at Internshala

May 2020 — Jul 2020

Machine Learning & Data science at AWS

May 2020 — Jul 2020

Skills	User Experience (UX), Strategic Product Design, User Research, Market Research, Competitive Analysis, Qualitative & Quantitative Research, Journey Mapping, Insight Analysis, Wireframing, Prototyping, A/B testing, Usability Testing, Data-Driven Design	Service Design, Vibe Coding, Prompt engineering, AI in design, Framer, WIX Studio, Cross-Functional Collaboration, Product Management, Accessibility and Inclusivity, Interaction Design, Figma, Sketch, Adobe XD, Useberry, Maze, Miro, Notion, Airtable,

Languages   English, Tamil, Hindi, French

Accreditions

Runner, Salesforce DesignDays Designathon for Professionals

2025

Built an ambient AI-driven system that helps doctors document easily & get medical insights of patients' wellbeing 24/7, helps patients feel safe in their ecosystem, and helps caregivers stay informed, creating a 360° ecosystem for mental health.

Winner, Salesforce DesignDays Designathon for Professionals

2024

Worked on an IoT project for women's safety in 5 days & won among 400 teams

Mentor & People Choice award, UMO DesignxSocial '21

For the Global Innovation Challenge, I worked on a project on saving children who lost their families to Corona Pandemic.

Apart from 9-5

I love to spend time making coffee every morning at my home cafe. I love cars & bikes, for which I go to supercar hunts every weekend in my city, read books on creativity, design & psychology, or rabbit hole my way into any random topic!

Oh, I am also making friends with AI nowadays :)