

Krati Maheshwari

Product Designer | UX/UI Designer | UX Researcher

Designing data-driven, user-centric products aligned with business goals and tech constraints

+91-8218617240 | kratim1103@gmail.com | India (Relocating to Dubai)
[LinkedIn](#) • [Design Portfolio](#)



Professional Summary

UX Designer with 3.5 years of experience and 5 years in Architecture | Award Winner (2024)

Crafting human-centered digital experiences that drive measurable business impact. For which, I'm focused towards working on the right problems and accelerating the design process through AI-assistance and agentic workflows powered by no-code AI tools.

Key Achievements

- [Luminous mPartner Platform](#) awarded with the “**Digital Experience Strategy of the Year 2024**” for creating a seamless user journey and reducing onboarding time from 3 days to 6 hours, recognized at the 18th CX Strategy Summit & Awards.
- Increased user engagement by 54% through AI-powered HomeInteriors visualization and increased designer consultations by 33%

Work Experience

UX Designer (Proptech Industry)

Magicbricks (BCCL, The Times Group), Noida

March 2025 - Present

- **MagicVisit** - Led and designed an Agent Bidding Platform for agents to get site-visit-ready buyer leads across web and app in just 8 weeks.
- Shipped and led a new approach to **HomeInteriors using AI** within 2 months.
- **Created a UML diagram to map conversational flows** between the **buyer, voice-based AI assistant, and the property database**, ensuring smooth intent recognition and accurate property matching.
- Worked for feature enhancements in Agent Dashboard - Cross pitch search, Lead allocation, Lead management dashboard, and Power refresh.
- Created a comprehensive **UX report for Owner Dashboard** identifying key functional issues impacting **user experience and business outcomes**.

User Experience Designer (AR/ VR in AEC Industry)

Smartvizx Pvt. Ltd, Noida

May 2024 - February 2025

- Integrated brand perception by working on a **multi-brand design system: House of Brands**.
- **Trezi Lens**: Led UX/ UI design for **AR/VR-based** Mobile and Desktop apps enabling **immersive, intelligent visualization for the AEC industry**.
- **Trezi Showcase**: Launched a B2B platform for retailers, **onboarding 27 retailers**.
- **TAAS**: Designed **Jump Point Navigation System for real estate and construction brands** like Dasnac, Eldeco: Terra Grande (Sirmaur), Hero Homes, Central Park: Bella Vista (Gurgaon), and a product visualizer for Somany. Hero Homes engagement increased by 55%
- Digitized & optimized internal CSM portal - From manual systems to intuitive workflows.

Associate UX/ UI Designer (IT Services & Product)

Truminds Software Solutions, Gurgaon

October 2023 – April 2024

- Worked on a **B2B white-label based** mobile app and website for **Luminous** called as **mPartner**. My responsibility was to simply **cut the clutter and make the experience seamless for the distributors and dealers with a loyalty program**.

UX Designer | UX Intern (IT Services & Product)

Zemoso Technologies, Hyderabad

January 2023 – October 2023

- Collaborated on SaaS & B2C products like **Tripahoy (AI travel app)**, **Sonet (cybersecurity platform)**, and **Textraction (entity & intent identification)** with senior designers and Product Managers. Applied **Pyramid Principle & Aristotle's first principles** in UX research.
- Created user flows, personas, empathy maps, journey maps, and wireframes for client projects. Gained hands-on experience in responsive layouts, and advanced prototyping.
- Developed an understanding of **WCAG guidelines** and best practices to follow in **Design Systems** through product breakdowns of CRMs, PM tools, and analytics platforms.

Transition - UX Design Training

June 2022 – December 2022

Architect | User-Centric Building Design

June 2017 – May 2022

- Led architectural design projects with a **human-centric problem solving** approach involving **stakeholder coordination** and workflow planning.
- **Built strategies** having **critical design thinking** with a focus on societal impacts.
- Worked on a few policy design initiatives during college - Conducted door-to-door surveys & interviews.

Skills & Tools

Categories	My Core Skills	Tools which I use
UX Research & Product Discovery	UX Strategist, User Researcher, Storyteller, User Flow, IA	Figjam, Miro, NotebookLM, Maze
AI & No Code Exploration	AI-assisted Agentic Workflows	Lovable, Emergent, Figma Make, Replit
Product Design & Prototyping	Accessible visual design, Interactive Prototyping	Figma, Framer, Midjourney, Iconscout, Canva AI, Uizard
Content & UX Writing	Content Structuring with Intent	Chatgpt, Claude, Grammarly
Design System & Dev Collaboration	Cross-functional collaboration	Figma Variables, Zeplin, Figma Dev mode
Analytics & Usability Testing	User Testing, Data-driven decision making	MS Clarity, Hotjar, Maze, Dovetail, Lookback,

Education

Design Boat School, Bengaluru
UX/UI Design Certification in 2022

Dr. A.P.J. Abdul Kalam Technical University
B.Arch (Architecture) in 2012-2017

Jamia Millia Islamia University, Delhi
M.Arch (Ekistics) in 2018-2020

Gulab Rai Montessori School, Bareilly
X & XII in 2010 & 2012