

Krati Maheshwari

Product Designer | UX/UI Designer | UX Researcher

Designing Data-driven, User-centric Products

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[LinkedIn](#) • [Design Portfolio](#)



Professional Summary

UX Designer with 3.5 years of experience | Award Winner (2024)

I design user-centered digital experiences by combining human psychology, business goals, and technical constraints. I focus on solving the right problems, translating insights into impactful solutions, and leveraging AI-assisted and agentic workflows to accelerate the design process driving measurable outcomes.

Currently, designing at Magicbricks. I have previously solved AR/ VR based AEC products, scalable B2B/ B2C systems and the Partner Engagement platform for Luminous.

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 Home Interiors visualization.

Work Experience

UX Designer (Proptech Industry)

Magicbricks (BCCL, The Times Group), Noida

March 2025 - Present

- Home Loan - Reimagined user flow to **increase Qualified Home Loan Lead generation**.
- MagicVisit - Led and designed an **Agent Bidding Platform** for agents to get site-visit-ready buyer leads across the web and app in 6 weeks.
- Shipped and led a new approach to **HomeInteriors using AI** within 1 month.
- **Created UML diagram to map conversational flows** between the **buyer, voice-based AI assistant, and the property database**, ensuring smooth intent recognition & accurate property matching.
- Led research for an AEO study across five AI platforms, documenting citation performance, response quality, emerging interaction patterns, and translated insights into **A Redesign of Search Result Page for improved discoverability**.

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 & Showcase: Prepared PRDs and led UX/UI design** for an **AR/VR platform in the AEC industry**, transforming an existing vision into a scalable and interconnected experience by uncovering growth opportunities and streamlining complex user journeys.
- TAAS: Designed **Jump Point Navigation System for real estate industry** like Dasnac, Eldeco, Hero Homes, Central Park. **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)** and **Sonet (cybersecurity platform)**, with senior designers and Product Managers. Learned to apply **Pyramid Principle and 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**.

Transition - UX Design Training

June 2022 – December 2022

Architect | User-Centric Building Design

June 2017 – May 2022

- Led design projects with a human-centric problem solving approach and worked on design policy initiatives conducting door-to-door surveys & qualitative interviews.
- Built strategies with a focus on societal impacts involving stakeholder coordination & workflow planning.

Skills & Tools

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

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