

# MAHANTESH TELAGAR

## Senior UI/UX Designer

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## SUMMARY

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Senior UI/UX Designer with 4+ years of experience designing system-driven products across B2B, SaaS, B2B2C, and internal platforms. I specialize in dashboard design, workflow optimization, and system-level problem solving-transforming complex, high-friction experiences into clear, scalable solutions.

My approach is grounded in user behavior and aligned with business goals, focusing on strong execution backed by clear reasoning. I collaborate closely with product, engineering, and marketing teams while independently owning design direction-driving adoption, retention, operational efficiency, and long-term customer trust.

*"Mahantesh consistently delivered high-quality UX solutions with exceptional speed, combining strong user-centered thinking with business impact. He is known for staying ahead of design trends and applying modern tools effectively."*

– Anubhav Kaushik, Tech + Product Generalist | PM with Strategic Mindset at GoKwik, Bengaluru

## SKILLS

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**Core Focus:** Dashboard Design, Design Systems, Interaction Design, Information Architecture, B2B SaaS UX, Workflow Optimization

**Research & Analytics:** Usability Testing, User Interviews, Qualitative & Quantitative Research, Hotjar, Microsoft Clarity, Maze, Dovetail, ChatGPT, Claude

**Tools:** Figma, Figma Make, Framer, Adobe Creative Cloud, Canva, Balsamiq, Miro, Jira, Lovable, Claude Design

## PROFESSIONAL EXPERIENCE

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### GOKWIK

#### Senior UI/UX Designer

2024-2026

##### Kwik Popups

- Drove end-to-end UX for Kwik Popups, increasing feature adoption by 60% and reducing time-to-first-popup by 40% across merchant workflows.
- Boosted engagement by 20% through high-conversion popup templates and improved onboarding, while ensuring platform compliance and UX consistency through Build for Shopify (BFS) migration.

##### Kwik GEO

- Drove the end-to-end UX design of Kwik GEO using Figma, enabling real-time visibility into product and collection discovery across platforms and improving merchant decision-making.
- Achieved 100% Build for Shopify (BFS) compliance for Kwik GEO by designing and iterating merchant experiences in Figma, ensuring alignment with Shopify standards and a consistent UX across touchpoints.
- Boosted product discoverability and engagement by creating Shopify App Store creatives, product introduction videos, and rapidly iterating concepts using Figma and Lovable AI.

### Kwik COD & Kwik Checkout

- Increased early merchant activation by 10% by improving onboarding journeys for Kwik COD and Kwik Checkout, reducing setup friction and drop-offs.

### Return Prime (Kwik Returns)

- Rebranded *Return Prime* with a unified design system, enabling consistent execution across product and marketing touchpoints.
- Increased website engagement and conversion clarity by 12% by revamping the Return Prime website in close collaboration with marketing.
- Improved merchant retention by 10% and reduced cognitive load by 20% by redesigning the dashboard in Figma and aligning it with Shopify's Polaris design system.
- Strengthened product positioning and boosted App Store engagement by 24% through optimized creatives, marketing pages, and a product introduction video.
- Reduced friction by 35% and improved usability across merchant dashboards and return/exchange journeys, increasing operational efficiency.
- Improved onboarding flow, reducing setup friction and reduced merchant activation time by 28%.

## REWARD360

### Junior UI/UX Designer

2021-2024

- Led the design of HDFC Bank's Customer Engagement Platform (CEP) and a responsive marketing website using Figma, improving clarity and consistency across customer touchpoints.
- Collaborated on the design and rollout of HDFC Bank's SmartBuy program, supporting scalable program management and merchant operations.
- Designed standardized email templates in Figma for ICICI Bank rewards portals, reducing ad-hoc design effort and improving delivery speed.
- Owned UX design for the ICICI DTR portal, shaping travel and stays booking flows to support confident and efficient user decisions.
- Revamped ICICI Bank's rewards and welcome benefits portals, improving onboarding clarity, activation confidence, and usability.
- Designed base flows and wireframes in Figma for flight booking and rewards journeys for DIAL, delivering well-structured UX foundations for engineering handoff.
- Revamped Reward360's internal loyalty management dashboards, improving usability, decision-making confidence, and operational efficiency.
- Designed pitch deck creatives using illustration and visual storytelling to improve stakeholder alignment and buy-in.

## ML LABS

### Intern UI/UX Designer

2021

- Delivered the ML Labs website and end-to-end LMS UX flows using Adobe XD, improving clarity of ML offerings and enabling smoother onboarding and learning experiences.

## EDUCATION

### Master of Computer Applications (MCA)

2018-2021

Ramaiah Institute of Technology Bengaluru

### Bachelor of Computer Applications (BCA)

2015-2018

SSMS BCA College Athani, Belagavi