



Maheswaran

Lead UI/UX & Creative Designer | AI-Driven Product Design

10 years of experience in UI/UX & graphic design, with a focus on AI products and digital branding. Proven ability to lead teams, craft user-centered designs, and deliver impactful visual solutions across web and mobile platforms.

Contact Info

Phone

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Email

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Address

Chennai, Tamil Nadu

LinkedIn

linkedin.com/in/j-maheswaran

Portfolio Website

maheswaran.tech

My Skills

Design

- User Research
- Design Thinking
- Information Architecture
- Wireframing & Prototyping
- Interaction Design
- UI/UX Design
- Responsive Web & Mobile App Design
- Usability Testing
- Design Systems
- Branding & Visual Design
- Motion Graphics & Video Editing
- Vibe Coding

Tools

Figma | Miro | Adobe CC (XD, Photoshop, Illustrator, Premiere Pro, After Effects, InDesign, Lightroom, Animate, Audition)
Wordpress | HTML & CSS | Blender | MS 365 | Notion

AI Tools

Lovable | Bolt | Deepsite | Uizard
Google Stitch | Adobe Firefly | ChatGPT

Projects & Domain

AI & B2B SaaS | Healthcare | HR Tech
Risk & Compliance | Media & Publishing
Ecommerce | Data & AI | WMS

Awards

Spot Award

Aug 2022 • Piquial

Best Performer of the Year 2018 & 2017

Excellence in Production • Personiv

Perfect Attendance for the Year 2017

100% Attendance • Personiv

Rewards & Recognition

Feb 2018 • Personiv

Rewards & Recognition

Jan, Feb, Oct, Dec 2017 • Personiv

Rewards & Recognition

Dec 2016 • Personiv

Work Experience

Piquial (Nuivio Ventures India Pvt. Ltd.)

Lead Creative Designer (AI Product & UI/UX Design)

Chennai

Mar 2023 - Jul 2025

- Led the creative direction for 4 AI products by designing intuitive user interfaces.
- Designed an AI-powered interview platform, helping the company to hire 60% faster.
- Mentored 5 designers, enhancing design quality and improving collaboration within Scrum.
- Delivered UI/UX solutions for 6 client projects, crafting responsive and accessible designs.
- Produced video and graphic content for marketing campaigns, resulting in 28% higher engagement.

Senior UI/UX Designer

Mar 2022 - Feb 2023

- Revamped 4 company websites, enhancing UX and increasing session duration by 42%.
- Designed UI for 2 internal products, enhancing user flows and accelerating design delivery by 26%.
- Revamped UI for a US-based healthcare app, significantly improving user experience and retention.

Color Power Printing and Publishing

UI, Web and Graphic Designer

Dubai

Aug 2019 - Nov 2021

- Designed responsive UI and graphic assets for web, mobile, and digital marketing platforms.
- Worked with cross-functional teams to ensure consistency and accessibility for the UAE market.
- Used wireframes, prototypes, and A/B testing to boost engagement across platforms.
- Built WordPress websites for multiple clients with responsive design & easy content management.

Personiv

Graphic Designer

Coimbatore

Aug 2016 - Aug 2019

- Designed impactful print ads with creative layouts and logos using Adobe Illustrator and Photoshop.
- Ads featured in Dex Media Yellow Pages, helping businesses boost visibility across regions.
- Ensured all designs met brand standards and were optimized for high-quality print production.
- Recognized as Best Performer in 2017 and 2018 for exceeding 100% in production targets.

XSec Technologies

Web and Graphic Designer

Coimbatore

May 2015 - June 2016

- Contributed to website planning, including layout design, color selection, and image choices.
- Addressed phishing & hacking threats on US-based sites to enhance security & user protection.
- Designed posters for both digital and print media, ensuring visual appeal and brand consistency.
- Built more than 15 websites on WordPress with responsive design & easy content management.

Education

M.Sc Software Systems

Sri Krishna Arts and Science College

Coimbatore

Jun 2010 - Apr 2015

Certifications

UX Management

IxDF

Jan 2025

Service Design

IxDF

Oct 2024

AI For Designers

IxDF

Mar 2024

Enterprise Design Thinking Practitioner

IBM

Jan 2024

Product Design Job Simulation

Forage

Jan 2024

Google UX Design

Coursera

Dec 2023

User Experience Design Essentials

Udemy

Mar 2021