

Mahita Uppuluri

UX Designer & Engineer

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SUMMARY

UX Designer & Engineer with 4+ years of experience designing and building AI-native applications, B2B SaaS, and high-volume enterprise e-commerce systems. Specializes in translating complex AI capabilities, multi-audience workflows, and dense data structures into clear, scalable, customer-centric user journeys. Works in AI-accelerated workflows (Claude Code, Cursor, v0, Figma Make) to move ideas from ambiguous discovery to interactive prototype to production code, partnering closely with product and engineering.

SKILLS & COMPETENCIES

- **Design & Strategy:** AI-Native Design Patterns, Interaction Design, Information Architecture, Wireframing, Rapid Prototyping, Design Systems, User Journeys, Edge-Case Mapping, Design Narratives & Storytelling, Cross-Functional Collaboration (Product, Engineering, Research)
- **Research & Usability:** Quantitative & Qualitative Research Synthesis, Usability Testing & Iteration, Heuristic Evaluations, Behavioral Data Analysis, Error-State Design, Accessibility (WCAG 2.1 AA, Section 508)

TECHNICAL TOOLS & ECOSYSTEMS

- **Design & Prototyping:** Figma, Figma Make, Framer, Adobe Creative Cloud
- **Engineering & AI-Accelerated Development:** Claude Code, Cursor, v0, React, Vercel, HTML5, CSS3, JavaScript (ES6+), Node.js, WordPress / PHP, Salesforce Commerce Cloud, Git

PROFESSIONAL EXPERIENCE

Continuo Group | UX Engineer (Contracted to Automattic)

Jul 2025 – Present

- Designed, engineered, and shipped Automattic's internal enablement hub in 4 weeks, consolidating scattered sales and partner content across 7 product surfaces (Woo, WordPress.com, Jetpack) into one searchable hub.
- Streamlined the product development lifecycle by architecting an AI-accelerated workflow; cut concept-to-prototype time by 50% and eliminated engineering handoff friction by shipping interactive artifacts directly to front-end production.
- Mapped information architecture, taxonomy, and system behaviors in Figma for 3 distinct user audiences, resolving ambiguity and establishing clear navigation models for dense data environments.
- Engineered custom search, multi-state filtering, and adaptive list/grid views beyond native platform capabilities using WordPress and custom code to preserve end-to-end UX integrity.
- Redesigned an enterprise consulting web platform, restructuring complex pages, embedding schema markup, and optimizing content structures for AI answer engines (AEO) to expand organic product discovery.

HEAL | Founding Product Designer

Nov 2024 – Jul 2025

- Served as sole product designer for an AI-native, adaptive application, translating clinician-structured therapy frameworks into proactive, trustworthy, human-centered customer journeys from concept to MVP.
- Architected a multi-platform, tokenized design system of 200+ components compliant with WCAG 2.1 AA, ensuring visual consistency and frictionless handoff specifications across web and mobile surfaces.
- Ran 3 rounds of usability testing on AI-generated content, redesigning low-confidence and failure states so users always had a clear next step; raised onboarding completion to 85%.
- Mentored a junior designer and introduced cross-team design reviews to scale design quality, consistency, and product alignment within a multi-disciplinary team.

Campus Collect | Lead UX/UI Designer

Nov 2024 – Jan 2025

- Designed core marketplace features, from high-volume browse and search filters to vendor listing creation workflows, reducing customer friction from discovery to confirmation.
- Extended the shared design system by standardizing components and global tokens, tightening transactional consistency across messaging, event, and checkout flows.

Deloitte USI | Usability Consultant

Nov 2020 – Jul 2023

- Synthesized quantitative analytics and qualitative research for a 160M+ user enterprise platform, pinpointing drop-off points to drive an end-to-end redesign that lifted click-through rates and customer bookings by 45%.
- Redesigned high-volume checkout and product listing flows on Salesforce Commerce Cloud across 5 international markets, cutting the transactional path to purchase by 30%.
- Partnered with product and engineering in high-velocity Agile sprints, defining complex edge cases and system failure modes through rapid usability testing to validate designs before production deployment.

EDUCATION

- **M.S. in Human Centered Design** | Florida Institute of Technology | GPA: 3.9 Aug 2023 – May 2025
- **B.E. in Electrical & Electronics Engineering** | Chaitanya Bharathi Institute of Technology Jul 2016 – Jul 2020