

Mahima Gautam

UX Designer

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Professional Summary

UX Designer specializing in crafting human-centered, AI-enhanced experiences for complex systems. Skilled in transforming insights into intuitive, scalable products that drive measurable impact. Gold Medalist from MIT Institute of Design, and HCI-certified from IIT Bombay, with hands-on experience designing data-informed, intelligent interfaces for enterprise platforms.

Core Competencies

End-to-End Product Design, Enterprise UX, Systems Thinking, Design Strategy, AI-Enhanced Experiences, Data Visualization, Interaction Design, Storytelling & Communication, Cross-Functional Collaboration and Human-Centered Innovation

Experience

UX Designer - Wipro Linecraft AI (Pune) June 2024 – Present

Wipro Linecraft AI is a B2B SaaS platform leveraging AI to optimize manufacturing throughput.

- Rishi – Industrial AI Platform:** Conceptualized and designed a chat-based LLM enabling manufacturing teams to query production data through natural language, reducing query time by 87% (from over 15 mins to 2 min), increasing adoption from 42% to 95%, and cutting onboarding from 3 weeks to less than 30 minutes.
- Machine Monitoring:** Designed a unified Machine Insights interface providing instant visibility into the worst-performing machines based on selected parameters. Integrated a detailed machine overview page with parameter heatmaps and a 2D line layout to visualize affected machines within the production flow thereby, eliminating the need to navigate multiple screens and reducing analysis time by consolidating 15+ data views into a single, insight-driven dashboard.
- Collaborated cross-functionally with product, engineering, and project teams to translate insights into human-centered design outcomes.

UX Design Intern - Wipro Linecraft AI (Pune) January 2024 – May 2024

- Production Overview Module:** Led UX for a real-time monitoring tool adopted by over 20 global manufacturers, improving efficiency via interactive data visualization and simplified KPI insights.

Visiting Faculty - MIT Institute of Design (Contractual in Pune) August 2025

- Conducted a Creativity & Innovation course for 48 undergrad students, mentoring them in over 10 design thinking and ideation frameworks to bridge conceptual and practical UX application.

Teaching Associate - Ahmedabad University January 2022 – June 2022

- Facilitated 5 design minor courses and an IPR module, supporting 100+ students by managing academic operations, conducting studio sessions, and improving course delivery through streamlined evaluation and coordination.

Product Design Internships at organisations such as Incubis Consultants, Borosil Limited, Tupperware India Pvt. Ltd., Eicher Goodearth Pvt. Ltd., and Jaipur Rugs Foundation 2017 – 2021

Skills

- User Research & Strategy** - Contextual Inquiry, Hypothesis Testing, Competitive Analysis, Personas, Empathy Mapping, User Journey Mapping, Storyboarding, Quantitative & Qualitative Analysis, and Data-Driven Decision Making
- UX & Interaction Design** - Information Architecture, User Flows, Wireframing, Prototyping, Micro-Interactions, Conversational UX, Data Visualization, Design Systems, Usability Testing, UX Audit and Heuristic Evaluation
- Product Strategy and Innovation** - Product Ideation, Systems-level UX, AI-Driven Experience Design, Human-Centered Design, Data-Informed UX and End-to-End Product Vision and Execution

Tools

Figma, Adobe Creative Cloud (Photoshop, Illustrator, InDesign, Premiere Pro), Miro, Trello, IBM SPSS, VS Code (HTML, CSS, JavaScript Basics)

Awards and Certification

Gold Medalist (Rank 1) – M.Des in UX Design, MIT Institute of Design, Pune
Best Project Award – Meraki Pre-Grad Show 2023, MITID Pune
Certification in Human-Computer Interaction (HCI) – IIT Bombay (On-campus)

Education

Master of Design (M.Des) – User Experience Design 2022 – 2024

MIT Institute of Design (MITID), MITADT University, Pune
CGPA: 8.7 (First Class with Distinction), Gold Medalist (Rank 1), Best Project Award (Meraki Pre-Grad Show)

Bachelor of Design (B.Des) – Industrial Design 2017 – 2021

Institute of Design, Nirma University, Ahmedabad
CGPA: 7.85 (First Class with Distinction)