

# Mahalakshmi (Pooja) Gaikwad

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## BACKGROUND

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UX/Product Designer with **6+ years** of experience delivering scalable, user-centered solutions for complex retail and banking workflows. Strong expertise in human-centered design, information architecture, and design systems, with a proven ability to collaborate between cross-functional teams. Leverages **AI-driven** research and usability insights to create intuitive and inclusive experiences. Proficient in Figma and experienced in using **design-to-code tools** to streamline developer handoff.

## EXPERIENCE

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### Texas Capital Bank

Lead UX Designer

Jul. 2022 – Present

Dallas, TX

- Led UX design for internal and client-facing platforms including a Unified AI Workspace, UI Studio, a Credit Overview App (WatchOS and Mobile), Initio, and a website for the Lone Star Search and Rescue.
- Designed the UI Studio application, a centralized component library used across all TC applications for designers and engineers, enabling consistent design implementation and **reducing development time by 40%** while **improving UI consistency by 85%**.
- Enhanced Initio, an internal onboarding platform, streamlining account opening through automation and real-time tracking, **reducing onboarding time from 2 weeks to 5 days** and **increasing completion rates**.
- Utilized **AI-driven tools** such as **GitHub Copilot** and **Chat GPT** to consolidate **user insights**, **define personas**, and **evaluate journeys**, driving improvements in usability and product experience.
- Designed a **comprehensive design system** aligned with Texas Capital brand guidelines across all applications, implementing reusable **components** and **tokens** to improve consistency and streamline design-to-development workflows.
- Created intuitive user experiences through **iterative prototyping**, transforming ideas and workflows into interactive designs for testing, stakeholder feedback, and continuous improvements throughout agile sprints.
- Collaborated closely with **product managers** and **engineers** to define requirements, prioritize features, and translate complex business needs into scalable solutions, ensuring seamless implementation across internal applications within Texas Capital.
- Integrated **WCAG 2.1 AA accessibility** standards into design decisions to **improve usability and readability** across key designs.
- Leveraged **design-to-code tools** such as **GitHub Copilot** to bridge design and development, reducing iteration cycles and improving handoff efficiency.

### Western Union

Junior UX Designer

Aug. 2021 – May 2022

Dallas, TX

- Designed a seamless rewards experience for the Western Union platform, simplifying how users understand, track, and redeem points through intuitive flows and clear visibility, **driving increased engagement across 110+ countries**.
- Built **reusable components** and scalable design patterns to maintain consistency and **support product scalability**.
- Defined **user flows** and interaction patterns by leveraging **user insights** and **competitive analysis** to guide product direction.
- Delivered end-to-end design solutions from concept to **high-fidelity prototypes**, collaborating with **cross-functional teams** to iterate and refine the experience.

### WIS International

UX Designer Intern

Aug. 2020 – Jul. 2021

Dallas, TX

- Contributed to the design of an inventory management platform used across retail and manufacturing, achieving an **85% user satisfaction rate**.
- Developed standardized **UI components** aligned with brand guidelines for the Flex Count inventory scanning application, improving usability and consistency for scanners and supervisors in fast-paced environments.
- Evaluated **end-to-end user journeys** by analyzing **usability testing** insights and **user feedback**, identifying **pain points** and inefficiencies, and refining key flows to improve task completion, navigation clarity, and overall experience.
- Designed **wireframes** and **interactive prototypes** to explore and validate solutions, iterating based on stakeholder feedback and **usability testing** to refine **user flows** and improve overall experience.

## EDUCATION

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### University of Texas at Dallas

Bachelor of Science

Aug. 2017 – May 2021

Dallas, TX

## SKILLS

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**UX & Product Design:** Web/Mobile Design, User Research, Information Architecture, Wireframing, Journey Mapping, Prototyping, A/B Testing

**Design Tools:** Figma, FigJam, Figma Sites

**AI Tools:** ChatGPT, Claude AI, Copilot, Cursor AI, Windsurf, Figma Make