Jai Tekchandani

Lead User Experience Designer
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Lead UX Designer with **7+ years** across consumer and enterprise B2B platforms, specializing in **org-wide design systems**, **AI-native product workflows**, and **0-to-1 product design**, backed by design ops and data-informed decision-making. Leading a pod of 3 designers and partnering with product and engineering to turn technical complexity into experiences that move core business metrics.

WORK EXPERIENCE

MakeMyTrip

Lead UX Designer
Design Systems and Agentic Workflows *Feb 2026 – Present*

- Conceived and built the organization's **modular, tokenised design system** in Figma from the ground up, now adopted by **42 designers across 8 products**. Won adoption without reporting authority by piloting in two high-traffic funnels first, then scaling on proven results; teams now ship directly to production in a controlled environment, cutting **design-engineering cycle time by 30%** and **duplicate component requests by ~60%**.
- Defined the **AI-native workflow model** for Flights and Holiday funnels, where agents handle routine booking decisions and users keep control of exceptions, cutting manual decision points per booking **from 9 to 6 (~33% fewer)** and lifting **search-to-booking conversion by 4.2%** in A/B tests. Mentored a **pod of 3 designers** through the work, two of whom now own end-to-end funnels independently.
- Led cross-functional work with product and engineering leadership to scale UX for **MyPartner**, a B2B travel platform serving **50,000+ agent partners** across India, restructuring the information architecture to unify flights, hotels, and holiday packages into a **single AI-assisted dashboard** that reduced time-to-book for high-volume agents by **~28%** and grew weekly active agents by **18%**.

Senior UX Designer
Connect, Partner Hub of MakeMyTrip and Goibibo to Manage Property *Jul 2024 – Jan 2026*

- Led the design strategy for a **personalized onboarding experience** for enterprise partners (hotels/homestays), informed by **funnel drop-off analysis**, lifting **content-readiness 85-88%** within 15 days.
- Owned end-to-end design of a **meal-transparency system** across **35K+ listings** (itemized pricing, meal-inclusive rates, menu detailing), driving **6.1K+ properties** to add content and a **5.5% conversion lift**.
- Championed the **India Next Rate program**, a zero-upfront-commission, performance-linked pricing model; won over skeptical revenue teams with a time-boxed tier-2/3 pilot, driving **28% YoY room-night growth** vs. a 17% city benchmark.
- Directed the extension of the **host analytics dashboard to mobile**, driving **51% adoption growth** (18.7K to 28.3K properties) and unlocking **app-only usage** as a new host-acquisition channel.

UX Designer II
Growth *Apr 2022 – Jun 2024*

- Partnered with engineering to build a **new typographic scale** and **localization guidelines** for Tamil, Marathi, Hindi, and Telugu, scripts whose taller line-heights and conjunct glyphs broke English-first layouts, expanding support beyond English/Hindi and lifting **regional-language session engagement by ~22%**.
- Led a visual redesign of **MakeMyTrip's homepage**, serving **11 million travellers**, resetting hierarchy and consolidating competing entry points across the platform's primary entry point, improving **homepage-to-search click-through by ~9%**.

Mediakind, Ericsson Media Solutions

Product Designer
MediaFirst Live TV Platform *Sep 2019 – Jan 2022*

- Designed **cross-device UI system** for MediaFirst, a cloud-native pay-TV platform deployed by **75 operators** worldwide serving **19M+ subscribers**.
- Contributed to an **agile design-to-release workflow** for MediaFirst, partnering with PM and engineering to ship features across **set-top box, mobile, and tablet** experiences in shorter release cycles.

SKILLS

Design
Figma, Sketch, Illustrator, Photoshop, After Effects

Programming
HTML, CSS, JavaScript, Framer.js

UX Craft
User Research, Usability Testing, Information Architecture, Wireframing, Prototyping, Interaction Design, Accessibility, Design Critique

AI Native
n8n, Zapier, Codex, Claude Code

EDUCATION

PG Diploma in Entrepreneurship, Innovation & Design Thinking *2018 – 2019*

Jamia Millia Islamia, New Delhi

Bachelor of Psychology (Hons.) *2014 – 2017*

Jamia Millia Islamia, New Delhi