

MOTHUKURU MADAN KUMAR

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 www.uxmadan.com

SENIOR UI/UX DESIGNER - LEAD UI & UX DESIGNER

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A passionate and innovative Product Designer & UI/UX Designer with 9+ years of experience crafting intuitive digital experiences across web, desktop, and mobile platforms. Skilled in problem-solving, prototyping, UX research, and user-centered design, bridge stakeholder goals with user needs through data-driven insights. with a visionary approach, create competitive products that are simple, engaging, and impactful. Ambitious, adaptable, and delivery-focused, thrive on making complex ideas easy to understand.

Experiences

April 2023
to Till now

Lead - UI & UX Designer Ondevicesolutions Pvt. LTD

- Building a high-performance application for SAP Industrial Asset Management and three other products, focusing on usability, research, and ideation. Actively conducting testing and analysis to generate actionable insights and innovative solutions for efficient industrial asset management.
- Worked on the Industrial management design project (**Forms, Asset Management, Job card, Warehouse Management**)
- Led design for 4 enterprise applications, focusing on usability, accessibility, and efficiency.
- Implemented DesignOps workflows, integrated Figma Tokens, and designed component libraries.
- Delivered high-performance UI for SAP-based industrial asset management platform.
- Conducted user testing, created personas, journey maps, wireframes, and prototypes.
- Collaborated with dev teams and stakeholders to align UX strategies with business KPIs.

April 2021
to Jun 2022

Sr. UI & UX Designer MResult Pvt. LTD

- Achieved in 2 **Health care** project for MResult. Owning each step of the project's design lifecycle - from discovery phase, ideation to execution.
- Conducting user research and competitive analysis, Defining user flows and IA
- Collaborating with management team on identifying, understanding and overcoming internal and external project challenges
- Working with product owners, developers, designers and QA testers to conceptualize, prototype, test and build meaningful solutions
- Ensuring consistency of the design principles and specifications across multiple different products
- Facilitating design reviews and organizing workshops with stakeholders and users
- Providing help in conducting usability testing with end-users and PIC team (Product Innovation Council)
- Leading a team of talented UI designers across one or multiple different projects
- Mentoring and supporting junior designers by providing direction and training
- Working closely with management and other team members on improving the end-to-end product design and delivery process
- Modifying and revising existing product designs to meet client expectations

Jan 2018
to Aug 2020

Sr. UI & UX Designer Event U Rox

- Planning and executing wide range of UX & UI projects for both web and mobile platforms. My scope of work included sketching initial concepts, creation of high fidelity clickable wireframes, building interactive prototypes, producing various design assets and lightweight usability testing.
- Conducting user research and competitive analysis, Sketching user flows, Defining the information architecture, Creating initial website sketches, Low fidelity and high fidelity wireframing
- Producing pixel perfect designs and accompanying design system
- Creating various design assets such as animations, illustrations and icons
- Building clickable prototypes with Adobe XD tool
- Modifying and revising existing projects according to clients feedback



Jun 2016
to Dec 2017.

UI & UX Designer Design Pulp

- During 1 years of working on Design Pulp, as a top level web & user interface designer, I have gathered a comprehensive experience in the fields of human centered design, usability and UX practices.
- Completed over 2 successful projects across a wide range of industries.
- Sketching, wireframing and designing a broad spectrum of solutions related to web, desktop and mobile applications
- Working on various projects such as landing pages, e-commerce websites, complex reporting applications, dashboards, admin panels, mobile apps etc.
- Building clickable prototypes with Adobe XD tool

Nov 2014
to Jun 2016.

UI & UX Designer Meddiff Technologies

- Increased user engagement significantly across Health care project B2B and B2B2C platforms by developing user-centric design principles & providing solutions for web & Mobile apps and complex dashboards. This resulted in a 25-50% user increase the user experience.
- During 2 years of working on Meddiff Technologies, as a top level web & user interface designer, I have gathered a comprehensive experience in the fields of human centered design, usability and UX practices.
- Completed over 3 successful projects across a wide range of industries.
- Sketching, wireframing and designing a broad spectrum of solutions related to web, desktop and mobile applications
- Working on various projects such as landing pages, e-commerce websites, complex reporting applications, dashboards, admin panels, mobile apps etc.
- Building clickable prototypes with Adobe XD tool

Jun 2012
to Nov 2014.

UI Designer Design Pulp

- During 2 years of working on Design Pulp, as a top level web & user interface designer, I have gathered a comprehensive experience in the fields of human centered design, usability and UX practices.
- Sketching, wireframing and designing a broad spectrum of solutions related to web, desktop and mobile applications
- Working on various projects such as landing pages, e-commerce websites, complex reporting applications, dashboards, admin panels, mobile apps etc.

Education



BACHELOR OF FINE ARTS

Institute of Basic and Vocational Education

Skills

Planning & Analysis

- Stakeholder Interviews
- Information Gathering
- Business Goals
- Technical Limitations

UX Research & Analysis

- User Research
- Interviews
- Surveys
- Personas
- Scenarios

Interface Design

- Interaction Design
- Responsive Design
- Visual Design

Navigation & Hierarchy Creation

- Task Flows & User Flows
- User Journey Map
- Empathy & Affinity Map
- Card Sorting
- Information Architecture

User Testing

- A/B Testing
- Investigative Usability Testing
- Heuristic Evaluation
- Accessibility Evaluation

Wireframing & Prototyping

- Low Fidelity Design
- High Fidelity Design
- Design Systems

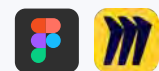
Tools (Software)



UI Design Prototyping



Graphics Editorial Design



UX Design Process



Research