

Madhan Parthasarathy

UI UX Designer

Bio

I'm a product designer that likes to solve new and interesting problems and loves talking about them even more. I believe that learning is a life-long journey and that one should never stop seeking out ways to create stuff that excites.

Projects

Product Designer/ Ornook

Dec 2021 - Apr 2022

Building an entire modular functionality system from the ground up.

* Achieved 2x the expected amount of order placements with many more calling long after we finished production.

* Oversee and handled every manufacturing constraint

DFM Market Strategy User Research Branding Marketing

Brand Designer/ CREA

Aug 2022 - Dec 2022

Oversaw the branding decisions and headed the content team for posters, banners and social media posts for an inter-department college event.

* Built up hype and 2x the following count for the instagram page

* Created a branding framework for the upcoming iterations of the event

Visual Design Branding Collaboration Marketing

Experience

UI UX Design Intern/ Dot2Globe Solutions

Apr 2022 - July 2022

Created a user interface that could cater to the right target audience while also being consistent with complex amounts of data that needed to be handled. Carried out, primary user research, competition audits, figuring out user flows, low fidelity prototyping, high fidelity prototype

UI UX Design Intern/ Exponent Energy

May 2023 - Aug 2023

I was instrumental in giving the old website a complete makeover to better resonate with our intended business audience. I actively participated in crafting visually appealing assets and visuals, contributing significantly to the early stages of developing our brand style.

Education

B.Des in Industrial Design/ UID

2020 - Current

4D design process Visual Design

Collaboration

Recognitions

Gamification of Mundane Things / Research

paper published by IGI Global/ Exergaming

Intervention for Children, Adolescents, and Elderly People.

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Links

madhanparthasarathy.framer.website/

bento.me/madhanparthasarathy

Skills

Research & Test

User interviews,
Usability testings,
Personas,
Competitor analysis,
Card Sorting,
User journeys

Design

User flows,
Experience mapping,
Wireframes,
Prototype,
Mockups

Other skills

Public speaking
Negotiation
Collaboration
Problem solving
Market strategy

Tools

Design

- Figma
- Figjam
- Framer
- Miro
- Photoshop
- Premiere Pro
- Illustrator