

Madhan Raj Radhakrishnan

DIGITAL & UX/UI DESIGNER



A proven expert designer with UX/UI, creative and conceptual skills, exceptional attention to detail, and strong ability to collaborate with multiple stakeholders. Brings more than 8+ years of diverse spectrum of experience working in a range of industries using Adobe creative suite and Figma.

Professional Experience

Granthium / Senior UX/UI Designer

Mar 2023 - Now | Chicago, USA

Key member of the UX/UI team, responsible for shaping and executing the experience vision for Granthium. I drive the UX/UI roadmap towards Granthium's mission of delivering customized value-addition for the clients, from inception to implementation.

At Granthium, I executed visual redesigning of Granthium's website and business challenges through User Research, Information Architecture, Interaction Design, Visual Design and Prototyping. Additionally, I implemented UI design systems and improved logic with mobile-first approach for reaching wider audience and scalability.

iLead Tax LLC / Senior Digital Designer (Brand & UX/UI Designer)

July 2022 - Feb 2023 | Hyderabad, India

Oversee visual design projects from concept to delivery. Develop UI mockups and prototypes that clearly illustrate how websites function and look. Conduct usability tests and layout adjustments based on user feedback and adhere to style standards on fonts, colors and images. Maintain brand consistency in all marcom materials.

Collabera (Contract: Microsoft) / Communication Designer

Dec 2021 - June 2022 | Hyderabad, India

Design best in class layouts and visuals that support and reinforce business objectives while partnering with business/marketing teams to ensure that designs meet brand guidelines and business needs. Work from creative briefs alongside creative directors to develop assets for web, digital, and print.

Maintain brand constancy in all mediums of communication (Internal & External).

Present concepts by testing graphics and layouts across various mediums to stakeholders, including senior management ensuring final versions are on brand and visually appealing.

Primary owner of internal websites, handling UX/UI design with spotlight on user-centric approach and accessibility, development and maintenance. (Microsoft Global Delivery Domain). Event management expertise including developing schedules, scope, team management, coordination and stakeholder communication.

iLead Tax Academy / Manager - Brand Strategy & Creative Design

Sep 2019 - Nov 2021 | Hyderabad, India

Spearhead end to end brand designing on all Digital and Print Media (Image & Video) for iLead Tax Academy & iLead Tax LLC by partnering with the Design team. Develop overarching brand and creative strategies that drive revenue opportunities. Brainstorm and prototype design websites, in collaboration with SMEs Subject Matter Experts), to develop the user interface.

Primary owner of website Development and maintenance (Word Press Websites). Design SPOC for all divisions and BUs supporting all creative efforts taking place in organisation together with creative and the L&I team

Email: madhanraj791@gmail.com

Mobile: +1 (312) 598 8860

Location

Chicago, USA

Portfolio

www.madhanshowcase.com

Skills

Digital Design
UI/UX Design
Product Design
Branding (Identity)
Research & Analytics
Strategy & Planning

Technology & Applications

Adobe Creative Suite
Figma
Sketch
Invision
HTML , CSS JS

Academics

M.Sc. in Visual Communication
SRM University, India

B.Com(Computer Applications)
MKU, India

Certifications

Google UX Design
CALARTS - Visual Elements of User Interface Design
IBM - Enterprise Design Thinking
• Practitioner
• Co-Creator
• Team Essentials for AI
Adobe UX Foundation Learning Journey