

**Madhan Raj Radhakrishnan**

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**UX/UI, Brand & Digital Designer**

**+91 96000 27185**

### **Summary**

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 6+ years of diverse spectrum of experience working in a range of industries using Adobe creative suite.

[Design Portfolio: Behance](#)

[UX Portfolio: madhan.design](#)

### **Core Competency**

- Deeply understand the nuances of select categories and audiences by researching trends and delivering the right insights to internal and external stakeholders.
- Think strategically and understand the “big picture” of a particular project/campaign, and the needs of all the stakeholders.
- Works primarily in the realms of responsive site design, interaction design, UI design, motion design and prototyping.
- Creates wireframes and contribute to the visual design of websites.
- Hands-on ownership of branding and campaign work.
- Be a key voice in defining the evolving brands and its application through art direction, graphic design, motion design, and **UX/UI**.

### **Professional Experience**

#### **ILEAD TAX & BUSINESS SERVICES PVT LTD**

**Duration: July 2022 – present**

##### **Senior Design Consultant**

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

#### **COLLABERA TECHNOLOGIES PVT. LTD. CONTRACTED TO MICROSOFT**

**Duration: December 2021 – June 2022**

##### **Brand Strategy Specialist (Communication Designer)**

- 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.
- Responsible for the creation and design of quarterly Newsletters that effectively communicate events and activities across the org.
- Ideation to conceptualization, catering to global audience including but not limited to Email designs, GIFs, posters, PowerPoint decks, corporate videos & logo design.
- Work with business teams to secure usage rights, assess risk, and clear work for distribution.

### **ILEAD TAX & BUSINESS SERVICES PVT LTD**

**Duration: September 2019 – November 2021**

#### **Manager - Brand Strategy & Creative Design**

- 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.
- Identify opportunities to incorporate emerging marketing/branding trends and digital innovations in all visual mediums.
- Brainstorm and prototype design websites, in collaboration with SMEs Subject Matter Experts), that define 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.
- Produce promotional graphics, templates, layouts, themes, typography, visual standards and final assets for marketing and promotions across various platforms. (Newspaper, Social media posts & FB ad campaigns, LinkedIn ad Campaigns, Merchandise, Hoardings, Print designs, Websites).
- Edit course videos (Enrolled Agent Classes), Promotional videos for social media.
- Instructional Design using Various methods and strategies by partnering with the KM team.

### **NATURE HEALS - FREELANCE DESIGN CONSULTANT**

**May 2018 - Aug 2019**

- Ideate, create and lead design across all marketing touchpoints: Editorial, Emails, PR and Social Content which includes but not limited to logo design, UX/UI design, website and development, brochure design, photography, videography and video editing, designing social media creatives, FB ad campaigns, Google Adwords, social media optimization.
- Responsible for video production.
- Translate and align business and design goals across a mix of complex portfolios.
- Design sophisticated visuals, from concept to execution.

- Creation of a 6.5 hours Udemy course involving Instructional Design & Video Production.

## **DOOSAN BOBCAT INDIA (Protean Staffing)**

**Nov 2017 - April 2018**

### **Marketing Communication Officer (Brand Design)**

- Develop various communication related tools and branding Bobcat dealer facilities all over India.
- Built UX/UI for Sales application, SAMM Application and Bobcat equipment Demonstration Application working closely with engineers and developers.
- Design all digital and print media. (Logo Design, Brochure Design, Flyer Design, Photography, Catalogues Application UI and Video Editing)
- Event management.

## **FREELANCE DESIGN CONSULTANT**

**Aug 2017 - Oct 2017**

- Ideate design strategies for Ambrosia Culinary Services Pvt. Ltd including Logo Design (Image and Video) and Brochure designs.
- Creation of event video for UTLUNA - video editing and Motion Graphics.
- Work to ensure feasibility of designs, budget, merchandising needs and overall program needs of the company.

## **3FS ENTERTAINMENT (Film Promotion Company)**

### **Creative Designer**

**Apr 2016 - Jul 2017**

- Worked as Motion Graphics Designer and Video Editor in CG and VFX team.
- Organize and execute video projects from concept through delivery. Short Film: AOPK (Story, Video Editing, VFX)
- Take ideas and concepts, and translate them into rich visual designs that effectively meet the needs of organization.
- Responsible for the creation and design of integrated marketing materials including print, digital, social, broadcast, collateral, and event activities.
- Promote movie – Image and Video. Involved in production, pre and post production.
- Create logo designs with variety of digital media workflows.
- Develop organic 3D Character Designing using Zbrush and Mudbox.

## **PEOPLE's WATCH (Human rights organization)**

### **Creative Designer**

**Oct 2015 - Mar 2016**

- Deliver engaging change management content that includes but is not limited to diagrams, images, videos, maps, and infographics.
- Demonstrate compositional and typographical skills.
- Work as Graphic designer, Photographer, Videographer and Video Editor.
- Produce graphic standards, templates, layouts, guidelines and design graphics.

**Projects:** 20<sup>th</sup> Year Foundation Day, State level open dialogue on Human Rights for college students.

## **S STUDIOS**

### **Video Editor**

**Apr 2015 - Sep 2015**

- Insert dialog, sound effects, music, graphics, and special effects.
- Creating the final cut for broadcasting.
- Work as Video Editor in various projects at the Post Production stage.
- Possess sound technical knowledge of professional lighting and photography equipment.
- Tools used: Final Cut Pro, After Effects, Adobe Premier Pro, Adobe Photoshop.
- Strong expertise in Video Editing - Short Films, Music Video, Corporate Films using Adobe Premiere Pro.

### **Projects:**

#### **1) Karur Vysya Bank (Corporate film, Motion Graphics)**

Instructional video on M-Pay for Karur Vysya Bank.

#### **2) CEEDEEYES (Corporate film, Video Editing)**

Corporate video for Hill View Canton

## **Education & Certifications**

**M.SC VISUAL COMMUNICATION** (SRM University) May 2013 - April 2015 Chennai, India

**BACHELOR OF COMMERCE AND COMPUTER APPLICATIONS** (MKU University) April 2009 - April 2012  
Madurai, India

### **Certifications:**

#### **1. GOOGLE UX DESIGN CERTIFICATION**

- Foundations of User Experience (UX) Design
- Start the UX Design Process: Empathize, Define, and Ideate
- Build Wireframes and LowFidelity Prototypes
- Conduct UX Research and Test Early Concepts
- Create High-Fidelity Designs and Prototypes in Figma

- Responsive Web Design in Adobe XD
- Design a User Experience for Social Good & Prepare for Jobs

## **2. CALIFORNIA INSTITUTE OF ARTS – VISUAL ELEMENTS OF USER INTERFACE DESIGN**

## **3. IBM – ENTERPRISE DESIGN THINKING**

- Practitioner
- Co-Creator
- Team essentials for AI

## **4. ADOBE UX FOUNDATION LEARNING JOURNEY**

## **5. ACCENTURE DIGITAL SKILLS: USER EXPERIENCE**

### **Technical skills**

- **Adobe Creative suite**  
(Photoshop, Illustrator, Premiere Pro, After Effects, Indesign, Audition, Dimension, XD)
- Figma
- Articulate Storyline 360
- MS office (Word, Excel and PowerPoint)
- Knowledge in HTML and CSS