

Madhan Raj Radhakrishnan

madhanraj@granthium.com

UX/UI, Brand & Digital Designer

+1-312-598-8860

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

[Design Portfolio: Behance](#)

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 user experience, 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 **User Experience**.
- Able to take ideas from concept to wireframe to prototype to production.

Professional Experience

GRANTHIUM CORPORATION

Duration: March 2023 – Present

Senior UX Designer

- Executed visual redesign of Granthium’s website and business challenges through User Research, Information Architecture, Interaction Design, Visual Design and Prototyping.
- Collaborate with CEO, CTO and strategy teams in an iterative and agile development environment to restructure Granthium’s website.
- Designed and implemented UI design systems with mobile-first approach for reaching wider audience and scalability.
- Design logic and UI that allows the website to run seamlessly on all devices.
- Refine prototype of Granthium’s core website for better user experience.

ILEAD TAX LLC

Duration: July 2022 – February 2023

Senior Digital Designer (Brand & UX Designer)

- 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 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.
- Experience managing Agile development projects, from planning to delivery.
- 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.
- Agile team player, participating effectively in communication with the design and web development team.
- Design all digital and print media. (Logo Design, Brochure Design, Flyer Design, Photography, Catalogues Application UI and Video Editing)
- Experience of Agile practices and processes.
- 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: 20th 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 Low Fidelity 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
- JIRA
- InVision
- Sketch
- Articulate Storyline 360
- MS office (Word, Excel and PowerPoint)
- Knowledge in HTML and CSS