

# MADASU SAI KIRAN

UX/UI Designer

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## ABOUT ME



I'm a UX/UI Designer passionate about blending aesthetics with functionality to create intuitive, user-centered experiences. I design visually engaging interfaces and seamless interactions that prioritize usability, ensuring every design decision is guided by user needs and behavior. I've worked on designing multiple mobile and web applications—from wireframes to high-fidelity prototypes—focused on delivering smooth, responsive user journeys. With experience in graphic design, HTML, and CSS, I bring concepts to life while maintaining simplicity, consistency, and functionality across platforms.

## WORK EXPERIENCE



### UX/UI Designer (Full-Time)

INTEXM MEDIA

2024 - Present (2025)

I focus on creating clean, user-friendly interfaces that combine visual appeal with seamless functionality. I have designed multiple mobile and web app interfaces—from wireframes to high-fidelity prototypes—ensuring intuitive user flows and responsive layouts. My skills in graphic design, HTML, and CSS help transform design concepts into development-ready assets that enhance user experience across digital platforms.

## TOOLS



- ✓ Balsamiq
- ✓ Figma
- ✓ Adobe XD
- ✓ Creatie
- ✓ Framer
- ✓ WIX Studio
- ✓ Canva
- ✓ HTML, CSS and Tailwind CSS

## EDUCATION



### Aditya University

Mining Engineering (B-Tech)  
2020-2023

### Anurag Engineering College

Mining Engineering (Diploma)  
2017-2020

### St.Joseph's High School

Xth (SCC)  
2017

## SKILLS



### User Research

- ✓ User Interview
- ✓ Competitor Analysis
- ✓ Technological Review
- ✓ Quantitative & Qualitative Research

### Design Strategy

- ✓ User Persona
- ✓ Journey Maps
- ✓ Affinity & Empathy Maps
- ✓ Pain Points

### Visual Design

- ✓ Wireframing
- ✓ Low and High Fidelity
- ✓ Prototyping
- ✓ Application Design
- ✓ Web Design

### Soft Skills

- ✓ Effective Communication.
- ✓ Leadership Qualities

## CERTIFICATION



### Google UX Design

COURSERA

### User Experience

ACCENTURE

### Introduction to Human-Centered Design

ACUMEN ACADEMY

### Human-Centered Design 201: Prototyping

ACUMEN ACADEMY

## VISUAL COMMUNICATION

NPTEL(SWAYAM)

### Augmenting Design Thinking with Human-Computer Interaction

NPTEL(SWAYAM)

## PROJECTS



### Company Projects

While I cannot share specific project details due to policy, I can describe the types of projects I've worked on.

- **Designed the user experience and interface of a task-based rewards app.**
- **Designed the user experience and interface of a loan aggregator app (CredBuddha).**
- **Designed and developed a loan website (CredBuddha) using AI, no-code tools.**
- **Designed loan websites and form/loan journey flows and offer pages using AI, no-code tools.**

### Other Projects

Some of the personal projects I've completed are listed in my [portfolio](#), showcasing my expertise in crafting user-centered interfaces, optimizing usability, and enhancing interaction design. These works highlight my skills in wireframing, prototyping, and visual design with a strong emphasis on accessibility.

## DECLARATION



I confirm that the details provided are correct as far as I know. I've checked to ensure good accuracy and to the best of my understanding, everything is accurate and up-to-date.

## PORTFOLIO



<https://saikiran1madasu.github.io/portfolio/>

## ACHIEVEMENTS



### INTERNATIONAL ASTRONOMICAL SEARCH COLLABORATION

(IASC)

## LANGUAGES



- English
- Telugu
- Hindi

**MADASU SAI KIRAN**