MADASU SAI KIRAN

UI/UX Designer

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📍 Khammam, Telangana, 507001

ABOUT ME

UX/UI Designer with hands-on experience designing mobile and web interfaces for fintech and marketing platforms. I focus on creating clean, intuitive, and user-centered designs that balance usability with business goals. Strong in wireframing, prototyping, and delivering high-quality interface designs that create meaningful digital experiences.

WORK EXPERIENCE

● UX/UI Designer (Full-Time)

INTEXM MEDIA | 2024 – Present

Designed mobile and web interfaces for fintech and marketing platforms with a strong focus on usability and visual clarity. Owned the design process for user flows, wireframes, and high-fidelity UI while supporting the development of websites and internal admin panels. Collaborated closely with developers and stakeholders to ensure accurate design implementation, responsive layouts, and a consistent user experience across devices.

● Freelancer

Designed and developed websites and application interfaces, supporting end-to-end UI/UX tasks and collaborating with clients on timely design implementation.

TOOLS

- ⊘ Balsamiq
- ⊘ Figma (Auto Layout, Components) & FigJam
- ⊘ Zeplin
- ⊘ Adobe XD
- ⊘ Framer
- ⊘ WIX Studio
- ⊘ Cursor Ai & Antigravity
- ⊘ 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

Human-Centered Design 201: Prototyping
ACUMEN ACADEMY

Introduction to Human-Centered Design
ACUMEN ACADEMY

VISUAL COMMUNICATION
NPTEL(SWAYAM)

Augmenting Design Thinking with Human-Computer Interaction
NPTEL(SWAYAM)

PORTFOLIO

🌐 https://saikiran1madasu.github.io/portfolio/

ACHIEVEMENTS

INTERNATIONAL ASTRONOMICAL SEARCH COLLABORATION

(IASC)

LANGUAGES

- **English**
- **Telugu**
- **Hindi**

PROJECTS

Company Projects

Mobile Application Design (3 Applications)

Designed UX and UI for multiple mobile applications, including fintech and reward-based platforms. Created user journeys, user flows, and high-fidelity interfaces while supporting design-to-development implementation.

Marketing & Fintech Websites (7+ Websites)

Designed multiple websites and implemented a few websites across fintech, rewards, and gaming domains using modern web builders and AI-assisted tools, creating responsive layouts, landing pages, and conversion-focused experiences to enhance usability and engagement.

User Journeys & Campaign Pages

Created multiple user journeys and designed numerous offer and campaign pages using modern web builders and AI-assisted tools, aligned with UGC and platform guidelines, with a strong focus on clarity, compliance, and conversion.

Freelance Projects

Designed UX and UI for **one mobile application** and designed and developed **two responsive websites** using modern web builders and AI-assisted tools, creating user journeys, user flows, and high-fidelity interfaces focused on usability and consistency across devices.

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