

MADASU SAI KIRAN

UX/UI Designer

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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)

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.

PORTFOLIO



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

ACHIEVEMENTS



INTERNATIONAL ASTRONOMICAL SEARCH COLLABORATION

(IASC)

LANGUAGES



- English
- Telugu
- Hindi

