



# MADHU KAPOOR



*HCI Certified UI-UX Designer*

## CONTACT

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## EDUCATION

### BACHELOR OF ARTS:

2009

Punjab University Chandigarh,  
India

## CERTIFICATION

### HCI - HUMAN COMPUTER INTERACTION

2020

## SKILLS

Adobe XD

Figma

Adobe Photoshop

Adobe Illustrator

Adobe Sketch

Canva

Experience with Agile Environment

Adobe Dreamweaver

HTML / Bootstrap / Wordpress

Wireframe & Prototyping

Balsamiq

Flowmapp

Miro

Retool

Web3

## ABOUT

HCI Certified UI-UX Designer with a passion for metrics and beating former "best-yets." **Results oriented**, innovative, passionate and visionary designer in Product UI-UX Design with high proficiency in visual design, UX research HCI, User-centered design principles and front-end development.

## CORE QUALIFICATIONS

Mobile App. Design(iOS/Android)  
Persona Creation  
Coding  
Communication Skills  
Team Leadership

Interaction Design  
User Testing & Flow  
Wireframing and Prototyping  
Colour Palette Picking  
Material Design

## EXPERIENCE

### LEAD UI-UX DESIGNER @ NoBleSoft Development Pvt. Ltd (Formerly known as Dian-Alfabet)

*Singapore based product company providing e-learning SaaS & PaaS product(Portal Sekolah, Portal Kampus, Portal Dinas, Portal Kerja- web, android & iOS )  
(June 2020 - Presently)*

- Leading the team of 6 UI-UX designers (Indian & Indonesian).
- Providing UI-UX insights to stakeholders, Project Owners, CTO & CEO.
- Preparing strategy and proposals to enhance the user experience of the product and delivering User Personas, User Flows for web application, android app and iOS app.
- Responsible for conceptualizing, Customer Journey. Design UI KIT for the product and create the Lo-Fi & Hi-Fi wireframes & prototype, emphasizing on browser compatibility.
- Familiar with agile methodology and interacting with frontend, android, iOS, backend team.

### UI-UX DESIGNER @ INSTAACODERS (ENDCLIENT- COCOLEVIO LLC)

*Austin, Texas (USA) based company providing AI based solutions (Oct 2019 - June 2020)*

- Create user centric design, mobile application design(iOS/android), user flows, process flows & site maps to effectively communicate interaction and design ideas.
- Conduct user research and evaluate user feedback for design-related problems and devise elegant solutions.

### UI DESIGNER @ NOVELVOX

*Software Product House operating in Contact Center Industry (Feb 2018 - Jul 2019)*

- Designed customer-focused contact center applications based on client's specifications using quantitative and user behavior analysis skills.



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## PORTFOLIO

[behance.net/madhukapoor](https://behance.net/madhukapoor)

## DOMAIN

e-learning  
Banking & Finance  
Telecom  
Hospitality  
Healthcare  
eCommerce  
Real Estate  
Crypto/Blockchain/NFT  
SaaS

## HOBBIES

Travelling  
Cooking  
Adventure Activities

## SOCIAL

**in** <https://www.linkedin.com/in/madhu-kapoor-03776950/>

**Bē** <https://www.behance.net/madhukapoor>

- Create wireframes, user flows, process flows and site maps to effectively communicate interaction and design ideas.
- Converting Designs into high quality implementation for the web and mobile front-end using color theory, typography, design principles and standards.

### WEB DESIGNER @ VERITO TECHNOLOGIES

*India based company providing cloud hosting services (Nov 2013 - Feb 2018)*

### WEB DESIGNER @ SOFT SYSTEM SOLUTION

*IT Company deliver streamlined and proficient solutions, (Sep 2012 - Oct 2013)*

### WEB DESIGNER @ WEB ELITE STUDIOS

*IT Company deliver best SEO Services (Aug 2011 - Sep 2012)*

## PROFESSIONAL CERTIFICATIONS

- HCI (Human Computer Interaction) from Interaction Design Foundation
- Enterprise Design Thinking Co-Creator from IBM
- Enterprise Design Thinking Practitioner from IBM
- Designing a Low Fidelity Prototype in Figma from Coursera
- Become a UX Designer from Scratch from Interaction Design Foundation

## ACADEMIC CREDENTIALS

- Post Graduation Diploma in Computer Application (PGDCA) from Kurukshetra University, in 2022.
- Post-Graduation in Web Designing from Visual Media Academy, Chd in 2011.
- Bachelor of Arts from Punjab University, Chandigarh in 2009 with 69.16%

## ACHIEVEMENTS

- NCC "C" Certificate holder with 'A' grade.
- Being the Best NCC Cadet of the college in the year 2009 & 2010.
- Represent 3PB BN NCC in SNIC at Lakshadweep (Ernakulum Ireland) and selected as All India Senior Cadet Officer in 2010 and won 3 Silver, 1 Bronze & 2 Gold Medal.
- Selected in TSC at State Level and won the Special Award from NCC Directorate.
- Achieved Silver Medal in North Zone Shooting Camp at Chandigarh.
- Represented College in Civil Defense Dare Devils at State Level & National Level.
- Declared Best Softball team player in year 2005 at both State Level & District Level
- Achieved Gold Medal in Creative Writing Competition in 2010 at District Level.