Madhavi Jagdish
Product Designer

Education
2000 - 2004: BFA Graphic Design (Distinction), California College of the Arts, San Francisco
1999 - 2000: Foundation Course, Srishti School of Design and Technology, Bangalore

Experience
JUNE 2013 - PRESENT: PRODUCT DESIGNER, WANELO
Wanelo is a social shopping app that is used by over 11 million people. At Wanelo I design the UX and UI for the website and mobile apps (iOS and Android). As the solo product designer, I'm responsible for every step of the design process from wireframing to interactive prototyping, designing high-fidelity mockups and providing specs and assets to developers. We release new features frequently and do a lot of user testing to get feedback. We also A/B test extensively, and use analytics to measure the success of new features.

JANUARY 2013 - JUNE 2013: LEAD DESIGNER, ROOM 77
Room 77 is a hotel metasearch website and mobile application. I was responsible for the UX, UI and visual design of the website, iOS and Android apps, as well as branding and marketing design.

OCTOBER 2012 - DECEMBER 2012: DESIGNER (CONTRACT), PIVOTAL LABS
I worked with a pair of developers and a PM at Pivotal Labs to design the UX and UI for a responsive mapping web application. I started with wireframes, moving on to visual design and then providing image assets and CSS to the developers. I also developed an Object Oriented CSS style guide for the app.

JUNE 2011 - OCTOBER 2012: SENIOR DESIGNER, CRUISEWISE
I was responsible for UX and visual design at CruiseWise, a San Francisco-based online cruise booking travel agency. The cruise booking process consists of several steps: finding an itinerary, picking a date, selecting a cabin type and then a specific cabin for the correct number of travelers. I helped simplify this process by sketching user flows that I then translated into visual designs. I provided assets and mockups to the engineers using Pivotal Tracker, and sometimes built pages in HTML / CSS.

JUNE 2008 - JUNE 2011: FOUNDER, TOPIC STUDIOS | DESIGNER, ADOBE SYSTEMS, INC.
At Topic I worked on web design and development projects as the designer and project manager. I managed an overseas team of developers as we built ecommerce, content management and event calendar functionalities for large web applications. I also contracted with Adobe as a UI designer for Photoshop Elements and photoshop.com
CLIENTS: HIMALAYA HEALTHCARE, DOSA, THE OBERLIN DANCE COMPANY, ADOBE SYSTEMS, INC.

JUNE 2005 - JUNE 2008: DESIGNER, VISHE INC
I co-founded Vishé in 2005, designing brand identity, print collateral and websites for over 100 clients over a three-year period.
CLIENTS: THE DORIS AND DONALD FISHER FUND, THE JEWISH FILM FORUM, ACT NOW PRODUCTIONS, THE AMERICAN INDIA FOUNDATION, NAPO PHARMACEUTICALS, NOVO NORDISK, GREEN HALO DESIGNS

MAY 2004 - JUNE 2005: JUNIOR DESIGNER, TENAZAS DESIGN
I worked on identity and print projects for Lucille Tenazas. I played the roles of graphic designer, production manager and doer-of-tasks-girl for the studio.
CLIENTS: THE SLANTED DOOR, THE SAN FRANCISCO JEWISH FILM FESTIVAL, THE SAN FRANCISCO AERONAUTICAL SOCIETY, THE SAN FRANCISCO SCHOOL

Technical
Adobe Creative Cloud, Pixate, Flinto, TextMate

Side Projects

SIMPLEBRA
simplebra.com
SimpleBra is a wirefree bra that I designed and launched last year. I have learned a lot about all aspects of running a business including manufacturing, sales and marketing and customer service.

BEATLIST
beatlist.com
Beatlist was a wi-fi jukebox and iPhone app that I worked on with my friend Mike Risse. It was live for a year at the Summit, a coffee shop in San Francisco and had several ardent fans.

HUESOUND
huesound.org
Huesound is a colorful way to find new music. Winner of the rdio api prize at SF Music Hack Day 2011. In collaboration with @mayhem and @aeon.

WOMEN 2.0
women2.com
I participated in Founder Labs organized by Women 2.0 in 2010 where I worked on a mobile payments idea with three other entrepreneurs.

SRISHTI, BANGALORE
srishti.ac.in
I taught the course *History of Graphic Design* to juniors at the Srishti School of Art, Design and Technology in the Summer of 2009.

CCA, SFMOMA
I designed the CCA Fashion catalog in collaboration with Sarah Lindsey and it was included in *California College of the Arts at 100: Innovation by Design* at SFMOMA.