Padmaja Madhavan

UX & UI Designer

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Summary:

I am an avid UX/UI Designer with 3 years of experience across various background such as android development, rapid prototyping and usability studies. I continuously think about improving UX and align business goals with user centered design process.

Skills:

Development
- Android
- HTML5, CSS3 (SASS)
- Bootstrap
- Java
- JavaScript, jQuery

HCI Methods
- Heuristic Evaluation
- Rapid Prototyping
- Personas, Scenarios
- Sketching
- Storyboards
- Wireframing

Design Skills
- Axure
- Balsamiq
- Justinmind
- Omnigraffle
- Illustrator
- Photoshop

WORK EXPERIENCE:

UX & UI Designer   May'16-Present

Meteorcomm (Renton, Washington)

Designed a real-time remote asset monitoring software for analyzing the events and historical status of all class I railroad's remote devices. The front-end of the application is developed using HTML5, CSS3, Bootstrap and AngularJS.

- Designed rapid UI wireframes using Balsamic and digital mockups using Axure to determine the final specification from more than one dimension.
- Created functional prototypes using HTML5, CSS3 and frameworks like Bootstrap to conduct quick user test and incorporate user feedbacks.
- Expressed aspects of branding by defending visual elements such as Logo, Typography, brand colors via user interface design.
- Worked closely with product management to prioritize tasks and mould the product from business objective and user perspective.
- Conducted usability study research at customer sites to better understand their needs.
- Defined personas and user roles to better communicate the design ideas among stakeholders.
- Collaborated directly with development teams for implementation of UI designs.
- Experience designing in Scaled Agile environments and small fast-moving team to deliver incremental value to the customers.

Research Assistant-Android Developer

Jan'15-May'15|Aug'15-Dec'15

Think Lab (UT Dallas)

Built from scratch an android tablet application for kids of age 5-7 years to study child cognition. The kid's interaction with the tablet is stored in the android's database (SQLite) and later used by the research team to analyze the cognitive load involved.

- Conducted need finding interviews and observation studies as part of user research.
- Created rapid UI wireframes and prototypes using Axure to evaluate and iterate the design decisions.
- Sketched the detailed end to end user flow of the mobile interface upon user research.
- Designed the tablet app using Android's material design to give users a unified experience.
- Developed the application using Android Studio IDE
- Worked on LEAN methodology.

Software Engineer- UI Developer

Mar'12-Mar'13

Infosys (Chennai, India)

Developed user interface of a Java based web portal for the client AT&T. Collaborated with UX designers, developers and testers to translate the given user requirements to a functional user interface ensuring cross-browser compatibility.

- Built dynamic web pages using JavaScript and jQuery.
- Designed the aesthetically pleasing yet functional web pages using HTML5 and CSS3.
- Worked on an agile/scrum environment to deliver a refined product.
- Involved in bug fixing sessions to resolve functionality issues.
- Experience in working with version control softwares such as GIT, SVN.
- Developed the application using Eclipse IDE.

MAJOR PROJECTS

Sort Bot: Arduino Sorting Machine

(Jan'15-May'15)

Developed an arduino based sorting machine for creative automata class. Took role of a creative director in a team of two. Contributed to the creative representations and art fabrication of the project.

Barrel Race: Android Game App

(Aug'14-Dec'14)

Developed an engaging and retaining multi-user Barrel Race (a rodeo event) using android mobile's accelerometer for maneuvering in the game. Sketched out end to end user flow and designed user interface for the game.

Easy Review : Prototype App

(Aug'13-Dec'13)

The goal of this prototype app was to make writing and/or reading restaurant reviews easy. Conducted user research to find user needs and goals, designed application user interface and executed user tests involving real users to get comparative feedback.