

# Padmaja Madhavan

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UX & UI Designer

## SUMMARY:

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

## SKILLS:

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### 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:

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### UX/UI and Front-end Developer

Jan'17-Present

Meteorcomm (Renton, Washington)

Involved in developing the front-end of an advance mapping tool. The tool was specifically built to address the issues of all 7 class I railroads situated in Chicago to monitor their radios and identify other interfering radios on a map. We initially created the tool using Google Maps API and moved to Open Layers API for higher performance.

- Visually communicated the smooth user experience with quick and dirty sketches to the product manager and other stakeholders.
- Created rapid prototypes using Axure to empower the feedback loop.
- Experience in developing using web technological tools such as HTML5, CSS3/ Bootstrap, jQuery/Javascript, JSON and REST APIS.
- Developed dynamic map data using map APIs such as Google Maps and Open Layers.
- Familiarity in using build tools such as gulp for optimization of the production ready code.
- Worked closely within collaborative, fast paced team of 3 members to prioritize and manage tight deadlines.

## UX & UI Designer

May'16-Dec'16

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 Balsamiq 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 defining 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 studies and user research at customer sites to better understand the user 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 in 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 | Jan'16-May'16

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

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### 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.

## EDUCATION

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### The University of Texas at Dallas (Dallas, Texas)

Aug'14-Dec'15

**Human Computer Interaction(HCI)** Specialization, Master of Science in Applied Cognition

### Anna University (Chennai, India)

Aug'07-May'11

Bachelor of Engineering in Electrical and Electronics