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 programming, rapid prototyping and usability studies. I continuously think about improving UX and align business goals with the design.

SKILLS:

Development
- Android
- HTML5, CSS3 (SASS)
- Bootstrap
- Java
- JavaScript, jQuery
- Angular JS
- D3.js

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

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

WORK EXPERIENCE:

UX and UI 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 across Unites States 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.

- 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.
- Developed dynamic map using APIs such as Google Maps and Open Layers.
- Built data visualization components to monitor a radio's performance history using Javascript libraries such as D3.js
- Consumed JSON REST APIs using jQuery and processed the received data to display it in the DOM.
- Familiarity in using build tools such as gulp for automation of the production ready code.
- Added unit tests to the codebase using testing framework such as Jasmine to improve quality of the code.
- Worked closely with senior developers to ensure the integrity of the user interface throughout the development life-cycle.

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. This data-rich application had multiple personas to consider and required a data focussed design process.

- 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.
- Pioneered and created a style guide to share the do's and don'ts of interaction design and repeating patterns.
- 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 the implementation of UI designs.
- Experience working in Scaled Agile environments and small fast-moving team to deliver incremental value to the customers.

Research Assistant-Android Developer   Jan'15-May'16

Think Lab (UT Dallas)   (semester breaks included)

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 the 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.
- Experience in designing and developing adaptive UI components and widgets for different screen resolutions.
- Was responsible for the Android development from start to finish.
- Documented project design and implementation for easy internal and external consumption.
- Experience working with teams in a remote environment.

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 aesthetically pleasing yet functional web pages using HTML5 and CSS3.
- Made use of Chrome Dev tools for basic CSS and Javascript debugging and to view metadata about the web app.
- Participated on code reviews for other developers and embraced feedback from others
- Worked in teams with testers and other developers in bug fixing sessions to resolve functionality issues.
- Experience in working with version control softwares such as SVN.

EDUCATION

The University of Texas at Dallas (Dallas, Texas)   Aug'14-Dec'15

Human Computer Interaction, Master of Science in Applied Cognition

Anna University (Chennai, India)   Aug'07-May'11

Bachelor of Engineering in Electrical and Electronics