



PRIYANGA MADHAVAN

UX/UI DESIGNER / PRODUCT DESIGNER

WORK EXPERIENCE

Sept 2022 -- Present

RCG Global Services, India **Senior UX/UI Designer**

- Solving Customer Problems by performing Usability Testing, while prototyping new features.
- Design mid - fidelity and high - fidelity wireframes which are closest one before final the product.
- Sharpening existing healthcare products to provide excellent usability.
- Creating User Personas and Journey Maps for stakeholders to enhance their product experience.

Oct 2021 -- July 2022

Majulah Infotech, Singapore **UX/UI Designer**

- Developed and documented style guidelines for SaaS based HRMS product.
- Collaborated with development team for managing variety of cross-media projects which involves Branding, UI/UX Design, Poster Design.
- Developed Wireframes, Userflows, Storyboards which improved the overall usability of the existing SaaS application.

June 2018 -- Aug 2020

DCKAP Technologies, India / **UX/UI Designer**

- Designed & Created dynamic component which reduced the overall development work which resulted in customer satisfaction.
- Revamped SaaS product from scratch using design tools like Figma, Adobe to improve the current industry standard.
- Involved extensively with marketing team to create custom Newsletter Designs, Content Design and branding which improved the Sales of the product.

Aug 2017 -- June 2018




Tranxit Technology, India / **Web Designer**

- Played a major role to bring about standardized coding techniques.
- Designed wireframe and images for the blockchain, crypto currency websites.
- Collaborated with web content editors to facilitate website maintenance.

June 2016 -- Aug 2017

Yaksha Animations Studio, India / **Web Designer**

- Conceptualizing and Implementing creative ideas for client websites from the scratch.
- Maintaining the appearance of websites & preparing design plans and presenting the website structure.




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ABOUT ME

A Designer with a broad set of skills with an In-depth understanding of Design technologies.

Currently seeking to use proven skills to enhance user experience by performing Usability Testing. Also, keen on delivering immersive prototype by making use of User Persona and Journey Mapping. I provide excellent design using modern design tools like Figma. Highly performant in converting designs through HTML & CSS with frameworks like Bootstrap/TailwindCSS. Involved extensively with various teams to create custom Newsletter Designs, Content Design and Branding.

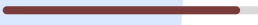
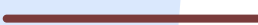
SOCIAL LINKS

 <https://twitter.com/priyaaamadhavan>
 <https://www.linkedin.com/in/priya-madhavan/>
 <https://dribbble.com/priyaaamadhavan>

SKILLS

FIGMA	● ● ● ● ● ● ● ● ● ●
USER PERSONAS	● ● ● ● ● ● ● ● ● ●
PROTOTYPING	● ● ● ● ● ● ● ● ● ●
USER JOURNEY MAP	● ● ● ● ● ● ● ● ● ●
HTML, CSS	● ● ● ● ● ● ● ● ● ●
TAILWINDCSS	● ● ● ● ● ● ● ● ● ●
BOOTSTRP	● ● ● ● ● ● ● ● ● ●
POSTER DESIGN	● ● ● ● ● ● ● ● ● ●

LANGUAGE

English 
Tamil 

DEGREE

July 2011 -- June 2015
Bachelor's of Electronics & Communication Engineering
Erode Sengunthar College of Engineering, Tamil Nadu, India

