

PRIYANGA MADHAVAN

Dharmapuri, India • priyamadhavan11@gmail.com • +91-9092092897

WORK EXPERIENCE

Senior Software Development Engineer-II

RCG Global Services, Kochi

Sept 2022 — June 2023

Crafted an internal admin portal for Novant Healthcare, doubling usability. Revamped mobile and web apps, achieving a **20% user increase**. Enhanced Maybetech's social tools, benefiting **100+** local industries. Drove impactful improvements across diverse digital applications.

- Conducted a comprehensive analysis of data from over **674+** outpatient monthly active users, leveraging insights to inform strategic marketing and product initiatives.
- The result was a **2x increase** in average app engagement time and a substantial **30%** decrease in drop-off rates, optimizing overall user interaction and retention.
- Led the creation of an internal admin panel for **20 onshore employees**, introducing **20+ features**. Achieved a **20%** reduction in save/load time and improved efficiency with a **15%** decrease in overall operation time.
- Maybe* analyzes daily social media efforts of **7.9 million** UK and US businesses, supplying crucial insights. Our dedicated designers use this data daily to enhance features, resulting in a **50%** improvement in usability and time performance for clients.

UX / UI Developer

Majulah Infotech, Singapore

Oct 2021 — July 2022

Majulah Info Tech's HRMS software is employed across six countries, catering to over **20,000** companies. The mobile app, facilitating seamless access for employees, integrates with a comprehensive suite of **10+ software** applications, streamlining diverse HR processes.

- Our recent website redesign across all countries resulted in a notable **50%** performance boost, enhancing user experience and efficiency.
- Enhanced the overall usability of the existing SaaS application by **70%** through the development of wireframes, user flows, and storyboards.

UX / UI Designer

DCKAP Technologies, Chennai

June 2018 — Aug 2020

In my role as a Product Designer for QA Touch Test Management Tool, I consistently lead the monthly release of 5+ features within each module. This strategic approach is thoughtfully crafted based on client requirements and places a strong emphasis on ensuring user-friendliness.

- Feedback from QA Touch clients consistently highlights the UI's simplicity, friendliness, and quick adaptability, facilitating users to efficiently perform tasks such as adding test cases, executing test runs, and generating reports.
- During my tenure, the product had a targeted annual revenue goal of **\$2M**. This objective was pursued through a strategic approach, progressively enhancing features, functionalities, and service levels across different pricing tiers.

Web Designer

Tranxit Technology, Chennai

Aug 2017 — June 2018

I bring expertise in CMS projects using **WordPress** and have played a pivotal role in Appdupe's blockchain development app, prioritizing a user-centric design approach.

- Through detailed research and **competitor analysis**, I've contributed to the application's success in the evolving blockchain industry.
- Led a vibrant team of **20+** professionals at Appdupe **Blockchain Fantacis**, driven by a deep enthusiasm for blockchain technology, cryptocurrencies, and the growing **NFT** space.
- Simplified the development process by delivering white-label solutions in **NFTs**, **cryptocurrencies**, and **DeFi**, showcasing a commitment to excellence in blockchain innovation.

Web Designer

Yaksha Animations Studio, Chennai

June 2016 — Aug 2017

- Began my career by leading a **10+** member design team, providing a structured three-month training program to enhance skills.
- Successfully secured and delivered the first client project, developing a wedding photography website from scratch, showcasing end-to-end project management expertise.

PORTFOLIO

🌐 Portfolio / Priyamadhavan

SOCIAL MEDIA

🐦 Twitter / Priyaamadhavan

LinkedIn / Priyamadhavan

Dribbble / priyaamadhavan

SKILLS

Premium UI/UX Design

UX Researcher

Product Designer

Poster Designing/Banner Designing

Wireframe & Prototype

User Persona/ Competitor Analysis

Wordpress/Magento

Figma Designing

Agile Methodology

HTML & CSS & BOOTSTRAP

Responsive Designing

SOFT SKILLS

Requirements Gathering

Client Management

Collaboration

Project Management

Resource Management

Social Media Marketing

LANGUAGE

English

(Speaking, Reading, Writing)

Tamil

(Speaking, Reading, Writing)

EDUCATION

Bachelor's in Electronics & Communication Engineering from Erode Senguntha College of Engineering, Tamil Nadu, India.