MADHURYA M MENON

UX/UI DESIGNER

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PROFESSIONAL SUMMARY

Passionate and driven UX/UI designer with 6 years of experience dedicated to crafting user-centric designs that are both functional and aesthetically pleasing. Eager to leverage and expand my design expertise through impactful opportunities that foster growth and innovation.

KEY SKILLS

- **Design Tools :** Figma, Adobe XD, Adobe illustrator, Balsamiq, Sketch, Adobe Photoshop
- **UI/UX Skills:** User Research, User persona, Wireframing, UX Prototyping, UX writing, Usability Testing, Design Thinking, Card Sorting, Design flow, Web design, Mobile Design
- **Web Development :** HTML, CSS
- **Soft Skills :** Critical Thinking, Strong communication skills, Adaptability and Flexibility, Creativity, Team Player

PROFESSIONAL EXPERIENCE

UX/UI Designer (E-Commerce)
Azadea Group , UAE

DEC 2020 - PRESENT

Azadea.com is an e-commerce site by Azadea Group, a top lifestyle retailer in the Middle East and Africa, offering international fashion, beauty, and home furnishing brands. As a UX/UI designer for the website, my main responsibilities are:

- Collaborate with product stakeholders to gather and assess user requirements effectively.
- Identify usability issues and enhance user experiences with strategic design solutions.
- Map out user journeys to pinpoint pain areas and boost interactivity.
- Develop wireframes, UI mock-ups, and prototypes that clearly communicate design ideas.
- Work closely with tech and merchandising teams to refine the website and app's appearance and functionality.
- Conduct research on current UX and design trends to introduce innovative features.
- Deliver UI design mock-ups to support brand website development.
- Design creative digital assets and visuals, including menus, tabs, and widgets, to enrich the application.

UX/UI Designer - Freelance

JAN 2020 - NOV 2020

- Communicated with clients to analyse user requirements.
- Conceptualized features and developed design strategies.
- Created high-fidelity prototypes for product look and feel.
- Designed interactive elements like navigation, icons, and typography.
- Updated designs to meet project objectives.

PROFESSIONAL EXPERIENCE

UX Analyst   JAN 2019 - NOV 2019
Kutung Design Labs , Chennai

Projects:

MIS- Portfolio Management , Villgro
JUN - AUG 2019

UX revamp project for the incubator company, Villgro, focused on the onboarding and management of new incubation applicants.
As part of the UX revamp project my primary responsibilities included:

- Gathering and analyzing user requirements.
- Identifying UX problems and devise apt solutions.
- Preparing and presenting ideas through rough drafts.
- Developing high-fidelity wireframes and prototypes that align with the client's needs.

TMC- Territory management console , KBZ Bank
JUL - AUG 2019

An online console for the management and overview of agent banking activities of a territory, for the KBZ pay mobile wallet by KBZ bank, Burma. My role focused on:

- Analyzing software requirements to ensure alignment with business and user needs.
- Gaining a deep understanding of the app's functionality to inform design decisions.
- Identifying UX challenges and creating effective, user-focused solutions.
- Conceptualizing and designing wireframes that enhance usability and efficiency.
- Presenting designs and gathering client feedback to refine and optimize the user experience.

Nytrix
SEP - NOV 2019

An artificial intelligence based software developed for proper annotation of bank forms, documents and other reports.
My role involved:

- Understanding software requirements to align with business goal.
- Deep diving into software functionality for informed design.
- Hosting brainstorming sessions to enhance feature concepts.
- Creating wireframes to boost usability and streamline processes.
- Gathering client feedback to refine and align designs with project needs.

EDUCATION

- **Diploma-UX/UI Design ,** Web D School, Tamil Nadu, India
- **Master Of Computer Application ,** SCMS, Kerala, India
- **Bachelor Of Computer Applications ,** Amrita School Of Arts And Sciences, Kerala, India

CERTIFICATIONS

- **UI Design Patterns For Successful Software ,** Interaction Design Foundation
- **Graphic Design Masterclass ,** Udemy
- **Google Analytics For Beginners ,** Google Academy