

Priyanga Madhavan

UI/UX Designer

Professional Summary

Product-focused UI/UX Designer with 7+ years of experience designing and scaling SaaS platforms, booking systems, and enterprise dashboards. Skilled in translating complex business requirements into intuitive user experiences, with strong expertise in design systems, pricing logic, and cross-functional collaboration.

Experience

MaaKHQ, Lead UI/UX Designer

September 2023 - Present

- Lead UI/UX design across multiple in-house AI-powered products for the US market.
- Worked on SubtitleMe, Silai, Evaluate, and LetsBook, each serving different business domains with AI-driven capabilities.
- Designed end-to-end user experiences, wireframes, prototypes, design systems, and developer handoff.
- Collaborated with cross-functional teams to define product strategy and improve usability.
- Created LinkedIn thought leadership content and managed social media content for MaaK, strengthening brand presence and product awareness.

[Best.so](#)

RCG Global Services, Senior UI / UX Designer

Sept 2022 - June 2023, Kochi - India

- Designed a scalable admin dashboard for internal operations, simplifying complex data interactions into structured workflows.
- Collaborated cross-functionally with product managers, stakeholders, and developers to define and deliver user-centric solutions.
- Led UX enhancements for the MyNovant healthcare platform (web & mobile), improving usability and feature performance through data-informed design decisions.

Majulah Infotech, UI / UX Developer

Oct 2021 - July 2022, Singapore(Remote)

- Designed and developed the digiSME app with a focus on accessibility and inclusive design, improving usability for diverse user groups.
- Applied UX principles such as Fitts’s Law and human-centered design to enhance interaction efficiency.
- Introduced offline functionality based on user research insights, ensuring seamless performance in low-connectivity environments.

DCKAP Technology, UI / UX Designer

June 2018 - Aug 2020, Chennai - India

- Contributed to product vision and feature strategy through close collaboration with product managers and stakeholders.
- Translated research insights and user behavior into scalable, user-centric design solutions.
- Designed and delivered key product features including multi-language support and issue tracking systems.
- Balanced business constraints with usability to deliver practical and effective user experiences.

Tranxit Technologies, Web Designer

Aug 2017 - June 2018, Chennai - India

- Developed Uber-like and single-page applications, collaborating with product and marketing teams to deliver high-impact user experiences.

Yaksha Animation Studio, Web Designer

June 2016 - Aug 2017, Chennai - India

- Built a strong foundation in HTML, CSS, and JavaScript before transitioning into UX design.
- Designed visually engaging and responsive gaming interfaces, improving cross-device usability.

Skills

UI/UX Design

User Experience (UX) Design, User Interface (UI) Design, Interaction Design, Information Architecture, User Flows, Wireframing, High-Fidelity UI, Responsive Design, Accessibility.

Design Systems

Design Systems, Component Libraries, Scalable UI Architecture, Auto Layout, Design-to-Development Handoff, Design Tokens.

AI Design Tools

ChatGPT, Claude, Figma AI, Stitch, Canva, AI-assisted UX Workflows, Prompt Engineering for UI/UX.

UX Research & Strategy

User Research, Heuristic Evaluation, Competitive Analysis, Journey Mapping, Stakeholder Workshops, Product Requirement Analysis.

Tools & Technologies

Figma, FigJam, Canva, Adobe Photoshop, Adobe Illustrator, HTML5, CSS3, Bootstrap, Basic JavaScript, WordPress

Collaboration

Cross-Functional Collaboration, Stakeholder Management, Agile/Scrum, Developer Handoff, Design Reviews.

Content & Marketing

LinkedIn Content Creation, Social Media Management, Visual Storytelling, Brand Communication.

Education

Bachelor of Engineering (B.E.)

Erode Sengunthar Engineering College, Tamil Nadu

Certifications

- UX Kickstart — GrowthSchool
- Mentorship Program — ADPList