

Priyanga Madhavan

UI/UX Designer | Brand Strategist at Maak

[Portfolio ↗](#)

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Professional Summary

Product-focused UI/UX Designer with 6+ 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

UI / UX Designer & Brand Strategist | MaaKHQ.com

September 2025 - Present

• Luxury Hotel Booking Platform:

- Led end-to-end UX design for a live luxury hotel booking platform, optimizing complex booking flows across web and mobile.
- Transformed high-density functional requirements into intuitive, scalable user experiences, improving clarity in pricing, cancellation policies, and booking logic.
- Built and maintained a modular design system in Figma, accelerating layout generation and ensuring consistency across features.
- Contributed to competitor benchmarking and feature planning, influencing roadmap decisions for upcoming booking and pricing features.

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• Brand Strategist – MAAK Design Agency:

- Defined brand positioning and visual direction for LinkedIn and digital platforms, ensuring consistency across communication touchpoints.
- Designed content systems and storytelling frameworks to improve engagement and brand recall.

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UI / UX Designer | Freelance

September 2023 - September 2025

• Digital Bookmark Organizer SaaS tool:

- Played a key role in designing a structured bookmarking system, aligning product functionality with user mental models.
- Delivered clean, functional UI aligned with business goals and usability standards.

Senior UI / UX Designer | RCG Global Services

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.

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UI / UX Developer | Majulah Infotech

Oct 2021 - July 2022, Singapore

- 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.

UI / UX Designer | DCKAP Technology

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.

Web Designer | Transit Technologies

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.

Web Designer | Yaksha Animation Studio

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

Product Design

- Product Design, UX Strategy, Interaction Design, Information Architecture, User Flows, Wireframing, High-Fidelity UI, Responsive Design, Accessibility (WCAG)

Design Systems

- Design Systems, Component Libraries, Scalable UI Architecture, Design-to-Code Workflows

Research & Strategy

- User Research, Heuristic Evaluation, Competitive Analysis, Journey Mapping, Data-Informed Design, Stakeholder Inputs, Product Requirement Analysis

Complex Product Design

- SaaS Platforms, B2B & B2C Systems, Booking Flows, Pricing Logic, Dashboard Design

Tools & Technologies

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

Collaboration

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

Education

Bachelor of Engineering (B.E.)

Erode Sengunthar Engineering College, Tamil Nadu

Certifications

- UX Kickstart — GrowthSchool
- Mentorship Program — ADPList