

Priyanga Madhavan

UI/UX Designer | Brand Strategist at Maak

[Portfolio](#) ↗

[Linked In](#) ↗

✉ priyamadhavan11@gmail.com

☎ +91 9092092897

Experience

UI / UX Designer | Freelance

July 2023 - Present

- **Product Designer – Luxury Hotel Booking**

Platform: Designed and scaled the UX for a live luxury hotel booking application across web and mobile. Simplified complex pricing structures into transparent, user-friendly layouts. Built and maintained the design system and utilized AI-assisted tools in Figma to streamline layout generation and accelerate iteration. Contributed to competitive analysis and future flight booking expansion planning.

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- **Brand Strategist – MAAK Design Agency:** Develop and execute LinkedIn content strategy, guide product positioning, and ensure cohesive brand communication. Utilize AI-driven workflows and Figma for rapid content ideation, layout structuring, and brand storytelling.

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- **Digital Bookmark Organizer SaaS tool:** Playing an integral role in the successful launch of the bookmark organizer, meeting all project deadlines and business objectives.

Senior UX / UI Designer | RCG Global Services

Sept 2022 - June 2023, Kochi - India

- Designed a custom admin management system backed by secondary research, heuristic evaluation, stakeholder interviews, usability testing, and prototyping to ensure efficient workflows. Additionally, led strategic UX enhancements for the Mynovant web and mobile platforms, delivering logical, data-informed insights to improve feature performance and overall user experience.

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UX / UI Developer | Majulah Infotech

Oct 2021 - July 2022, Singapore

- Designed the digiSME app with multilingual support to enhance accessibility and inclusivity, applying human-centered design principles and Fitts's Law to improve interaction efficiency and GPS visibility in the attendance module.

- Implemented an offline functionality based on UX research insights, ensuring seamless usability and reliable performance in low-connectivity environments.

UX / UI Designer | DCKAP Technology

June 2018 - Aug 2020, Chennai - India

- Contributed to product vision and strategic decision-making by collaborating with product managers, leveraging research, UX laws, and hypothesis-driven thinking to inform human-centered design solutions.

- Developed functional prototypes to validate user flows and implemented key features such as multi-language support and issue tracking, balancing business constraints with optimal user experience outcomes.

Web Designer | Transit Technologies

Aug 2017 - June 2018, Chennai - India

- Led the development of Uber and Uber Eats-style clone applications and single-page websites, collaborating with marketing and product teams to deliver aligned, high-impact solutions.

Web Designer | Yaksha Animation Studio

June 2016 - Aug 2017, Chennai - India

- Developed a strong foundation in HTML, CSS, and JavaScript before transitioning into UI/UX design. Crafted intuitive, visually engaging interfaces and collaborated on responsive gaming website projects, delivering seamless cross-device user experiences.

Skills

Design & Product

Product Design, UX Strategy, Design Systems, Interaction Design, Information Architecture, Pricing & Rate Interface Design, Conversion-Focused UX, Cross-Platform (Web & Mobile) Experience, High-Fidelity Prototyping, Wireframing.

Research & Strategy

User Research, Hypothesis-Driven Design, Heuristic Evaluation, Usability Testing, Qualitative Analysis, Data-Informed Decision Making, Accessibility & Inclusive Design.

AI & Workflow Optimization

AI-Assisted Design Ideation, Generative Layout Exploration (Figma AI), Rapid Prototyping Workflows, AI-Driven Content Structuring, Design Automation Techniques

Tools & Technologies

Figma, FigJam, Miro, Framer, Adobe Photoshop, HTML, CSS, Bootstrap, TailwindCSS, WordPress, Magento.

Brand & Visual Strategy

Brand Positioning, Visual Identity Systems, Digital Storytelling, LinkedIn Content Strategy, Poster & Web Design.

Tools

Code

HTML5, CSS3, JavaScript.

Research & Design

Figma, Miro, Photoshop, Illustrator, Figjam.

Product Management

Slack, Jira, Notion, Trello.

Certifications

UX - Kickstart

Growthschool

Mentorship Experience

ADPList

Education

Bachelor of Engineering

Erode Sengunthar engineering college, Erode.