

# Priyanga M

UI/UX Designer

6+ years of Experience - Chennai, India

[Portfolio ↗](#)

[LinkedIn ↗](#)

[priyamadhavan11@gmail.com](mailto:priyamadhavan11@gmail.com)

+91-9092092897

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## Experience

### UI / UX Designer | Freelance

July 2023 - Present

- **Digital Bookmark Organizer SaaS tool:** Playing an integral role in the successful launch of the bookmark organizer, meeting all project deadlines and business objectives.
- **Matchmaking Platform:** Proven track record in creating trustworthy, fixed-rate websites that address various user needs, providing significant advantages and helping people effectively.

### Senior UX / UI Designer | RCG Global Services

Sept 2022 - June 2023, Kochi - India

- Crafted an admin management system with custom features, informed by secondary research, heuristic evaluation, stakeholder interviews, usability testing, and prototyping.
- Provided logical UX insights for efficient team performance on each feature. Led strategic user experience redesign for the Mynovant website and mobile app.

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### UX / UI Developer | Majulah Infotech

Oct 2021 - July 2022, Singapore

- Our digiSME app prioritizes language translation for optimal user experience, reflecting our commitment to accessibility and inclusivity in UX design.
- Utilizing Fitt's Law & high visibility for GPS location in our attendance app, aligning with real-world user experience through human-centered design principles. Integrated a no-internet feature based on UX research.

## Skills

### Design

User Interfaces, User Experience, Visual Design, Digital Prototyping, Wireframing, and High-Fidelity Mockups.

### Research

User research, Empathy Mapping, Heuristic Evaluation, usability testing, Qualitative analysis, Competitor Analysis, and UX strategy.

### Software

Figma, Figjam, Miro, Framer, Photoshop, Marvel, HTML, CSS, Bootstrap, TailwindCSS, WordPress, Magento.

### Visual Design

Poster Design, Branding, Web Design.

### Soft Skills

Problem-Solving, Empathy, Human-centered Design approach, multiple iterations, Following Consistency and Standards, and Providing UX Insights.

## Tools

### Code

HTML5, CSS3, Bootstrap, Tailwind.

### Product Management

Slack, Jira, Notion, Trello.

## UX / UI Designer | DCKAP Technology

June 2018 - Aug 2020, Chennai - India

- My work experience encompasses decision-making, research, and human-centered design principles. I collaborated with product managers to shape the product vision, applying UX laws and hypothesis research to inform design decisions.
- Created functional prototypes to validate and test user flows, ensuring optimal experiences. Implemented features like multi-language support and issue tracking, addressing business constraints while prioritizing user needs.

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## Web Designer | Transit Technologies

Aug 2017 - June 2018, Chennai - India

- Led the development of cloning apps for Uber and Uber Eats, and multiple single-page websites, collaborating closely with marketing and product stakeholders.
- Managed the maintenance and revamping of our company website to optimize user experience, addressing user feedback and employing user-centered design principles throughout the process.

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## Web Designer | Yaksha Animation Studio

June 2016 - Aug 2017, Chennai - India

- Acquired foundational skills in front-end technologies during a 3-month training period, mastering HTML, CSS, and JavaScript.
- Transitioned to UI/UX development services, crafting intuitive and visually appealing interfaces for small projects from inception. Collaborated with stakeholders on gaming website development, prioritizing responsive design for seamless user experiences.

## Certification

[UX - Kickstart](#)

GrowthSchool

[Mentorship Experience](#)

ADPList

## Education

**Bachelor of Engineering**

Anna University, Guindy - Chennai.