

Murali Madhav G

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Profile

Certified Usability Analyst (CUA) with 14 years of experience in the areas of visual communication, user experience and user centric interface design for mobile and web platforms.

Summary

- Talented UX designer with the proven know-how to combine creative and usability viewpoints resulting in world-class Web and mobile applications for end users.
- Adapt at all phases of project lifecycle, including requirements gathering and user analysis to information architecture (IA), testing, graphic user interface (GUI) design, and implementation.
- Solid knowledge of human-computer interaction (HCI), navigation, and usability for UI design.
- Strong design and production skills with emphasis on interactive elements.
- Exceptional communication, interpersonal, and time-management skills.
- Proven experience with mobile first design, responsive design, cross-browser compatibility.
- Hands on experience across domains as diverse as Education, publishing and digital media.

Designer's Toolbox

- UX & UI Design
- UX Research
- Wireframing and Prototyping
- Information Architecture (IA)
- Visual Communication
- Interaction Design
- Photoshop/Illustrator
- Responsive web designing

Certifications

UX Management Strategy, 2020

Interaction Design Foundation

Amazon Web Service Cloud Practitioner, 2019

Amazon Web Services (AWS)

Enterprise Design Thinking Practitioner, 2019

IBM

Human Computer Interaction - HCI, 2018

Interaction Design Foundation

Web Design for Usability, 2017
Interaction Design Foundation

Certified Usability Analyst – CUA, 2017
Human Factors International

Professional Experience

GE Digital, **Staff UX Interaction Designer**, June 2021 – Current

Key Responsibilities:

- Lead and mentor team of user experience professionals, work with software development team to ensure that the designs are meeting the end goals for users and business.
- Advocate UX Process across engineering team to increase the user experience with quality.
- Understanding critical UX Challenges and design the solutions with innovative thinking.
- Document detailed business goals, user goals and additional specifications.
- Mentoring designers, understanding their day-to-day challenges and providing guidance in their work.
- Communicate design solutions with product teams, project stakeholders and senior leadership for reviews and feedback.
- Responsible for all project engagements for all UX deliverables (such as user research reports, wireframes, prototypes, concepts, specifications etc.). Research on creative solutions with visual designs and adhering to brand specifications.
- Responsible for project timelines and delivery. Participate in discussion with product owners about product vision, strategy and roadmap Translate business requirement into UX deliverables.
- Improve UX process, Define design strategy, wireframes, user flow and roadmap.
- Ensuring the right assets and design specifications are handed to development teams.

Accenture, **UX Associate Manager**, December 2018 – June 2021

Key Responsibilities:

- Work with Team members to gather and interpret user requirements into design specifications
- Design applications to technical standards.
- Conducting field studies with direct users and collect information from these studies. Provide design suggestions and make decisions which can impact business and better user experience
- Define design thinking process we implement for our applications
- Accountable for prototype work and design solutions that create an optimized user experience.
- Translate design concepts to prototype solutions, with a balanced understanding of technical feasibility implications and design intent.
- Improve UX process, Define design strategy, wireframes, user flow and roadmap.
- Responsible for all project engagements for all UX deliverables (such as user research reports, wireframes, prototypes, concepts, specifications etc.). Research on creative solutions with visual designs and adhering to brand specifications.

- Responsible for project timelines and delivery. Participate in discussion with product owners about product vision, strategy and roadmap Translate business requirement into UX deliverables.
- Conducting Design Sessions for team members
- Leading Design language system, where we are defining standard guidelines to follow for our designs, best practices.
- Lead and mentor team of user experience professionals, work with software development team to ensure that the designs are meeting the end goals for users and business.

Capgemini, **UX Specialist**, May - 2017 – Dec - 2018

Worked at client location: Microsoft, Hyderabad

Key Responsibilities:

- Improve UX process, Define design strategy, wireframes, user flow and roadmap.
- Responsible for all project engagements for all UX deliverables (such as user research reports, wireframes, prototypes, concepts, specifications etc.). Research on creative solutions with visual designs and adhering to brand specifications.
- Responsible for project timelines and delivery. Participate in discussion with product owners about product vision, strategy and roadmap Translate business requirement into UX deliverables.
- Lead and mentor team of user experience professionals, work with software development team to ensure that the designs are correctly converted to functional software.
- Continuously improve UX process to align with changing business needs, market scenario and technology trends Requirements.
- Hands on experience with User Experience and Visual Design. Excellent written and verbal communication.

CA Technologies, **Senior UX/UI Designer**, September 2012 – March 2017

Key Responsibilities:

- Work with customers and internal audiences to understand the business needs and define interaction models, user task flows, and UI specifications.
- Work with product management team and customer visual designers to incorporate the visual identity into features.
- Research on creative solutions with visual design as it pertains both to the brand and the designed user experience.
- Collaborate with other mobile designers, software engineers, product managers, project managers and stakeholders.
- Work in Agile mode, creating designs for rapid delivery.

Value Labs, **UI Module Lead**, July 2006 – August 2012

Key Responsibilities:

- Regular client interactions to schedule and manage releases along with regular team management activities.
- Handled Research and Development project in Flash Professional CS5.5 for iPhone and Android devices.

- Coordinate requests with visual designers, HTML team and QA to produce a quality and bug free projects.
- Designing mockups, creating layouts, Developing Prototypes and graphics for websites.
- Developing approved designs into Html pages and checking cross browser compatibility.

Education

Certified Usability Analyst – CUA

Human Factors International

- User Experience Foundations
- User-Centered Analysis and Conceptual Design
- The Science and Art of Effective Web and Application Design
- Practical Usability Testing

Advanced Diploma in Multimedia

Arena Multimedia Institute, Hyderabad

Bachelors of Computer Applications

Masterji Degree & PG College, Kakatiya University, Warangal.

Achievements

Customer Focus – May 2022

Deliver with focus: Successfully Launching a new product in short time with excellent customer satisfaction.

Innovate with Customers – Feb 2022

Demonstrating successful UX Strategy and design thinking for our customers.

Impact Award – Jan 2022

Demonstrating passion, creativity and improved user experience for our customers.

APJ DNA Awards, Being Creative – February 2017

Honor for Being Creative in the APJ Region for developing an innovation project Quick Bite.

Quick Bite

A web and mobile application which enables the end customers, partners and internal employees to test Their CA product knowledge before appearing for Proven Professional Exams. Application is designed in a responsive manner to support usage from different devices.

Education University: Steering Committee Member for the Education University Project.

An initiative dedicated to CA employee's development by providing relevant education.

Above and Beyond – October 2015

Excellence in providing quality work and consistently working on new challenges.

Above and Beyond – June 2015

for the outstanding contribution in the field of User Experience.

Above and Beyond – November 2014

for the outstanding contribution in the field of Design and Development

Amazing Team Spirit– November 2014

Excellence in delivering quality work while working from home for a personal exigency.

Above and Beyond– February 2014

For the outstanding contribution in the field of Research and Development.