Mohit Madaan

SENIOR MEMBER UX DESIGNER

ABOUT ME

Craft user experiences that seamlessly integrate artificial intelligence, showcasing a commitment to innovative design principles and a deep understanding of user needs in the technology sector. Targeting senior and lead roles in Bangalore, with a commitment to enhancing user experiences through cutting-edge technology.

CONTACT

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EDUCATION

● 2006
B.Com.
Delhi University

IT SKILLS

Figma   ●●●●●
Adobe XD   ●●●●○
Sketch   ●●●●○
InVision   ●●●●○
Adobe Photoshop ●●●●○
Illustrator   ●●●●○

CORE COMPETENCIES

User-Centered Design
Design Thinking
Agile Methodologies
Information Architecture
Wireframing
Prototyping
User Journey Mapping
Heuristic Evaluation
Cross-Platform Design
Visual Communication
Brand Strategy
Ethical AI Design

CERTIFICATIONS

- HFI, CUA Certified
- The Interaction Design Foundation (IDF) - Mobile User Experience (UX) Design - Dynamic User Experience: Design and Usability - User Research – Methods and Best Practices (Pursuing)

PROFILE SUMMARY

- **With over 10 years in user experience design**, focusing on creating impactful solutions that enhance user interaction and satisfaction.
- **Lead design initiatives as a Senior Member UX Designer at Edgeverve**, driving innovative projects that leverage artificial intelligence to enhance user engagement.
- Cultivated a **diverse skill set encompassing user research, usability testing, and interaction design**, enabling the delivery of user-centered solutions that meet both user and business objectives.
- Demonstrate **effective leadership by promoting collaboration among teams**, ensuring alignment on design concepts & project objectives.
- Leverage **extensive knowledge of artificial intelligence technologies to create user experiences** that are not only effective but also ethically sound.
- Exhibit a **deep comprehension of design systems,** ensuring consistency and coherence across various platforms to enhance the overall user experience.

WORK EXPERIENCE

Senior Member UX Designer   **Dec'2022 to Present**
Edgeverve (an Infosys company)

Domain: Product-Based Company
Tools & Technologies: Sketch, Adobe XD, Wireframe, Artificial Intelligence

Responsibilities:
- Spearheaded UX design for a cutting-edge project integrating large language models (LLMs) with neural connect technology to elevate user interaction and experience.
- Partnered with AI engineers to understand neural connect technology's capabilities & constraints, delivering innovative yet practical design solutions.
- Conducted user research to gather insights on interactions with AI-driven interfaces, shaping intuitive and accessible design strategies.
- Created user flows, wireframes, and interactive prototypes, aligning technical objectives with user needs, leading to a 25% boost in user engagement.
- Collaborated with the development team to implement and test designs, ensuring seamless integration from concept to final deployment.

Achievements:
- Successfully led a project that resulted in a 25% increase in user engagement through the implementation of intuitive design solutions.
- Recognized for exceptional performance in enhancing user experience on the Document AI platform, contributing to a significant reduction in user task completion time.
- Developed a comprehensive design system that improved consistency across multiple projects, leading to enhanced brand recognition and user satisfaction.

LEAD UX CONSULTANT   **Oct'2019 to Dec'2022**
Xebia Pvt Ltd, Gurgaon

Client: Letshego (South Africa)
Domain: Home Loan (Android, Web)
Tools: Figma
Responsibilities:
- Designed intuitive user interfaces and experiences using Figma.
- Developed wireframes, prototypes, and maintained design consistency via a design system.

Client: MAF Carrefour (Dubai)
Domain: Online Shopping (Retail)
Tools: Figma

Responsibilities:
- Collaborated with developers to design a consumer-facing retail app for Dubai stores.
- Conducted benchmarking, user flow mapping, and interface design for order processing solutions.

Client: Ernst & Young
Domain: Accounting Firm
Tools: Sketch, InVision
Responsibilities:
- Conducted user research and analyzed needs with stakeholders.
- Designed web applications, mockups, and wireframes for DigiComputax while ensuring adherence to design guidelines.
- Collaborated with developers to implement UX solutions and improve the user experience.

Client: McKinsey
Job Title: Lead UX Consultant
Domain: IT Organization
Duration: 2019
Tools: Sketch, InVision
Responsibilities:
- Identified user pain points through stakeholder discussions.
- Designed wireframes, mockups, and user flows for the Photo BOT application in an agile environment.
- Partnered with cross-functional teams to refine product requirements and implement solutions.

SR. UX DESIGNER   **Aug'2014 to Oct'2019**
Accretive Health (R1RCM), Noida

Domain: Healthcare Product Company
Tools: Adobe XD, InVision, Adobe Photoshop, Illustrator
Project Description: Healthcare Mobile Application for Android and Ios
Responsibilities:
- Led user research, prototyping, and testing for mobile healthcare apps.
- Utilized data to address UX challenges and improve design.
- Conducted stakeholder interviews & created user-focused design solutions.
- Produced mockups, wireframes, and Android icons aligning with brand standards.
- Collaborated with cross-functional teams to define product requirements.

UI LEAD   **Jun'2009 to Aug'2014**
Toluna Pvt. Ltd. (Greenfield Online), Gurgaon

Domain: Survey Programming Company
Tools: Adobe XD, Photoshop, InVision, Balsamiq, Illustrator, HTML5, CSS3, jQuery
Responsibilities:
- Led brand management, marketing research, customer acquisition, and retention strategies.
- Designed branding materials, including logos, graphics, trade show displays, and advertisements.
- Managed website, app, & brand integration in collaboration with leadership.
- Created websites, landing pages, newsletters, & other marketing collateral.
- Supervised a team of 4 on diverse design projects.
- Designed UI/UX, conducted user testing, & developed interactive prototypes.
- Built responsive sites with HTML and CSS.
- Produced daily content, promotional materials, and in-app graphics.