

AJAY MADALA

UX/UI DESIGNER



SUMMARY

Experienced designer with a passion for creating unique digital products that combine user-centered thinking with visual design. Utilizing engineering perspective and creative problem-solving approach to create products and experiences people love to use. Able to take ideas from concept to wireframe to prototype to production.

EXPERIENCE

UX/UI DESIGNER

Multiview Financial | Sep 2021 – Present

- Collaborating with stakeholders to understand and translate business and user requirements and technology constraints into simple yet meaningful user-centered design solutions.
- Creating concepts, screen layouts, visual designs, storyboards, wireframes, prototypes, and GUI specifications that help the Digital teams understand the desired user experience.
- Created and maintained design system at Multiview Financial for consistent and efficient digital products. Collaborated with stakeholders to document design patterns and guidelines, ensuring system relevance.
- Conducted detailed user interviews and gathered both qualitative data (such as user feedback, pain points, and preferences) and quantitative data (such as usage statistics, task completion rates, and survey results) which overlaps with the design focus of HCI. This comprehensive data collection informed our design decisions and helped shape our overall strategy. I also played a crucial role in upstream activities, collaborating closely with stakeholders to align our design goals with business objectives and ensuring that our solutions met both user needs and strategic goals.
- Integrated accessibility guidelines into the design process, conducted thorough assessments and tests to enhance usability for all users.
- Conducted approaches from discover, design, prototype, test, develop cycle in Agile environment.

CONTACT

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SKILLS

COMPETENCY

User Experience Design

User Interface Design

User Centric Design

Human Computer Interaction

Visual Design

Branding

UX METHOD

Prototyping

Wireframing

Personas

User Journey Mapping

User Interviews

Accessibility

Usability Testing

A/B Design Testing

Analytics

EXPERIENCE (CONTINUED)

UX/UI DESIGNER

Walmart | Nov 2020 – Sep 2021

- Designing clear and intuitive navigation systems and information structures to enhance the online shopping experience.
- Developing visually appealing and user-friendly interface designs consistent with Walmart's branding guidelines.
- Maintained existing design system at Walmart, collaborating with teams to update and refine design patterns and guidelines.
- Collaborated with the accessibility team to ensure our designs met WCAG standards. This included creating an accessibility checklist, testing with assistive technologies.
- Collaborating closely with cross-functional teams, including product managers, developers, and marketers, to align design with business goals and technical constraints.
- Staying updated with industry trends, conducting competitor analyses, and proposing design enhancements to keep Walmart's digital platforms competitive and user focused.
- Planning and executing usability tests with customers using surveys and interviews to collect feedback and refine design solutions.
- Understanding the importance of speed and simplicity in retail interfaces to keep lines moving smoothly.

UX/UI DESIGNER

Bayshore Healthcare | Apr 2019 – Nov 2020

- Collaborating with stakeholders to understand and translate business and user requirements and technology constraints into simple yet meaningful user-centered design solutions.
- Led creation and maintenance of design system, ensuring consistency and efficiency in digital products.
- Incorporated accessibility guidelines into our design process by ensuring our digital products met WCAG standards. This involved regular audits, user testing with assistive technologies, and collaborating with developers to implement accessible design practices.

SKILLS (CONTINUED)

DESIGN

Vector Design

Illustration

Iconography

Style Guides

Design Systems

VIDEO

Computer Graphics

Motion Graphics

Video Editing

DEVELOPMENT

HTML/CSS

JavaScript

TOOLS

Figma

Sketch

Adobe XD

Adobe Photoshop

Adobe Illustrator

Adobe After Effects

Invision

Mural

Maze

Nuke

EXPERIENCE (CONTINUED)

- Developed wireframes and hi-fidelity prototypes for cloud-based desktop and mobile sites that communicate design decisions to developers and stakeholders.
- Proficient with design and prototyping tools (such as Figma, XD, UX Pin)
- Conducted extensive user research, including interviews and surveys, to gather qualitative insights. I also analyzed quantitative data, such as user engagement metrics and error rates, to identify areas for improvement. This data-driven approach allowed us to create more user-centered designs, ultimately enhancing the overall user experience and meeting the specific needs of our patients and caregivers.
- Identify and provide designs based on potential accessibility issues and follow best practices.
- Worked closely with marketing and stakeholders to define and strengthen internal branding.
- Conducted design research with A/B Testing and worked closely with developers to resolve design bugs.

UX/UI DESIGNER

TD, Canada | Jun 2018 – Apr 2019

- Responsible for leading UX/UI design on projects and initiatives. Strategy, scope and effort level definition.
- Define the operational needs within UX/UI and advocate for solutions and resolution UX and UI research.
- Implemented comprehensive accessibility guidelines at TD to ensure alignment of interface, navigation, layout, color scheme, and typography with accessibility standards. Conducted rigorous testing to achieve intuitive design solutions.
- Ensure a high level of execution consistent with design and brand standards.
- Collaborate with business stakeholders, internal teams and external agencies to ensure UX/UI design solutions deliver on business objectives

SKILLS (CONTINUED)

TOOLS

Real Flow

Cinema 4D

Microsoft Office

EDUCATION

ALGONQUIN COLLEGE

Interactive Multimedia | Sep

2013 – Apr 2014

Post-Graduate in Interactive Multimedia program covering topics in UI/UX in Web Designing, Web Development and video editing.

FANSHAWE COLLEGE

Visual Effects and Editing | Sep

2012 – Apr 2013

Post-Graduate in Visual Effects and Editing for Contemporary Media program covering topics in Editing, Animation and Visual effects.

SHAFT ANIMATION STUDIO

Visual Effects | Sep 2013 – Apr 2014

Diploma program in Visual Effects program covering topics in animation and Visual effects.

EXPERIENCE (CONTINUED)

UI/UX DESIGNER

Unititech | Feb 2018 – Jun 2018

- Contribute as a visual designer to maintain the internal style guide.
- Developed wireframes and hi-fidelity prototypes for .Net based web application that communicate design decisions to developers and stakeholders.
- Implement new design patterns in Docs, Sheets and Slides, illustrations, sketches on web and mobile.
- Created prototypes, facilitate design reviews and collaborate closely with clients, product owners.

UI DESIGNER / FRONT-END DEVELOPER

DPSFS | Aug 2017 – Feb 2018

- Worked as a UI designer/developer to maintain the college website.
- continuously refactor and optimize the system to improve the efficiency and quality of the development cycles and collaborate with design and development teams to develop innovative ways to deliver optimised content based on the user's persona.

ELEMENT QC ARTIST

Stereo D, Canada | Sep 2015 – Nov 2016

Worked as an Element QC Artist for Stereoscopic conversions of 2D footage into spectacular 3D and working in creating animations along with maintaining their internal website.

Projects

Rogue One – A Star Wars story, Fantastic Beasts and Where to find them, Doctor Strange, The BGF, Star Trek Beyond, Independence Day - Resurgence, X-Men, Captain America – Civil War, Star Wars – The Force Awakens.

DEPTH ARTIST

Stereo D | Dec 2014 – Sep 2015

Worked as a Depth Artist for Stereoscopic conversions of 2D footage into spectacular 3D

Projects

Point Break, Terminator Genisys, San Andreas.

EDUCATION (CONTINUED)

JNTU

Bachelor's in computer science |

Sep 2006 – Apr 2010

Graduated in Computer Science Engineering.