# Uday Kumar Madarapu

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## Professional Summary

**Aspiring Product Designer** with a passion for creating intuitive and visually appealing user interfaces. Proficient in user research, wireframing, and prototyping, with a solid foundation in industry-standard design tools. Eager to apply strong problem-solving skills and a user-centric approach to contribute to innovative product development.

## Skills

- **Design Tools:** Adobe Creative Suite, Figma, XD, Sketch, Invision, Photoshop, Illustrator, Canva, Miro
- **Programming:** HTML, CSS, Flutter, WordPress, C/C++, Python, MySQL
- **Design Skills:** Wireframing, Prototyping, Responsive Design, Information Architecture, Storyboarding
- **Research Skills:** Customer Journey Mapping, Usability Testing, Competitive Analysis, UX Writing, Qualitative and Quantitative Methods, Data-Driven Analysis
- **Technical Skills:** Familiar with HTML, CSS, JavaScript, Flutter, and Mobile UI Standards
- **Soft Skills:** Oral and Written Communication, Problem-Solving, Stakeholder Management, Strategic Thinking
- **Principles:** Inclusive Design, Accessibility, Guidelines, Iterative Design, User-Centric Design

## Professional Experience

### UI/UX Designer                                    January 2023 - December 2023

**Client:** Gravity Drive, Indianapolis, IN
**Project:** Enhanced the dashboard feature of the Purple Cow land care service web application.

- Conducted user research to gather insights on user needs and pain points.
- Collaborated with stakeholders to define project goals and design requirements.
- Developed personas, user journeys, wireframes, and high-fidelity prototypes using Figma and Adobe XD.
- Implemented eco-friendly design approaches and conducted usability testing to refine the user experience.
- Worked with developers to ensure accurate implementation of design specifications and established a design system.

### Product Designer                                    January 2023 - May 2023

**Client:** Ground Work, Indianapolis, IN
**Project:** Developed Lead Conversion Software to streamline sales processes.

- Created wireframes, prototypes, and interactive mock-ups using Sketch and Invision.
- Conducted usability testing and iterative design improvements based on user feedback.
- Ensured responsive design and collaborated with developers to ensure accurate implementation.
- Produced design documentation to maintain consistency across the product.

**Product Developer** <span style="float:right">**October 2021 - May 2022**</span>

**Client:** Karkinos, Bangalore, India
**Project:** Web-based application for hospital staff to access and digitalize patient records.

- Assisted in developing a user-centric platform for hospital staff with a focus on usability.
- Collaborated with senior developers and designers to create wireframes and interactive prototypes.
- Developed reusable UI components using Flutter and integrated them into the web application.
- Participated in code reviews, integrated RESTful APIs and conducted usability testing.
- Engaged in Agile methodologies and provided technical support during rollout.

## Projects

### Dashboard Redesign for Purple Cow Land Care Service     2023

- Enhanced the dashboard feature by conducting user research, creating personas, and developing wireframes and prototypes.
- Implemented eco-friendly design approaches and conducted usability testing to gather feedback.
- Collaborated with developers to ensure accurate implementation and established a design system for consistency.

### iSite Go - Location-Based Awareness Design for First Responders     2023

- Applied human-centered design principles to create intuitive interfaces for emergency responders.
- Conducted user research and collaborated with cross-functional teams to develop design solutions.
- Participated in Agile methodologies and conducted usability testing to iterate on designs.

### Lead Conversion Software for Ground Work     2022

- Created wireframes, prototypes, and interactive mock-ups to streamline sales processes.
- Conducted usability testing and ensured responsive design across various devices.
- Engaged in a continuous iteration based on user feedback and analytics data.

### Web-Based Application for Karkinos Hospital Staff     2021

- Led the development of a user-centric platform for hospital staff to access and digitalize patient records.
- Conducted user research and created parametric design systems to streamline the design process.
- Developed reusable code widget blocks using Flutter and integrated APIs.

## Certifications

- Color Psychology from Uxcel (View Here)
- Common Design Patterns from Uxcel (View Here)
- Design Accessibility from Uxcel (View Here)
- Service Design from Uxcel (View Here)
- UI Components from Uxcel (View Here)
- Wireframing from Uxcel (View Here)
- UX Design Foundations from Uxcel (View Here)
- MongoDB Basics from MongoDB (View Here)
- Learn to code for the Web from FutureLearn (View Here)

## Education

**Masters in Human-Computer Interaction**                                  2022 - 2023
Indiana University - Indianapolis
Relevant Coursework: Human-Computer Interaction, User Interface Design, Interaction Design, Prototyping and User Testing, Visual Design Principles, Accessibility and Inclusive Design.

**Bachelor of Technology in Computer Science**                          2018 - 2021
Jawaharlal Nehru Technological University, India
Relevant Coursework: Web Development, Human-Computer Interaction, Data Structures, Algorithms

## Professional Attributes

- Self-directed in planning, structuring work, and executing quality outcomes.

- Experienced in collaborating within design teams and cross-functionally with product managers and engineers.

- Advocate for Accessibility Guidelines (WCAG 2.0) and Inclusive Design Practices.

- Understanding of design's connection to broader business value utilizing KPIs.

- Comfortable and confident working in an agile environment.

- Strong advocate for user-centered design and continuous improvement based on user feedback.