

Uday Kumar Madarapu

Product Designer (UX/Product Design, Systems, Accessibility)

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SUMMARY

Product Designer with 4+ years of experience leading end-to-end UX strategy and scaling enterprise design systems. Expert at influencing product roadmaps by translating complex constraints into accessible, high-impact frameworks that align with business goals. Specializes in solving ambiguous problems by translating complex user, business, and technical constraints into scalable design systems and accessible product frameworks. Proven ability to partner with Product, Engineering, and Content teams to drive measurable product outcomes, inform strategic decisions, and improve system-level consistency in high-impact environments.

SKILLS

- **Design:** Design Systems, Information Architecture, Wireframing, Prototyping
- **Research & Testing:** Usability Testing, Journey Mapping, A/B Testing, Amplitude, Mixpanel, Heuristic Evaluations, Moderated/Unmoderated Testing, and Hypothesis Testing.
- **Accessibility:** WCAG 2.0+ AA, ADA Compliance, Inclusive Design Audits
- **Tools:** Figma, Adobe XD, AEM 6.5, Jira, Confluence, Protopie, Rally, Aha
- **Technical:** HTML, CSS, JavaScript, React, Flutter, REST APIs

CORE CAPABILITIES

- Product problem framing and opportunity definition.
- End-to-end UX for complex, multi-surface products.
- Design systems and component scalability.
- Accessibility-first product design (WCAG AA).
- Data-informed design decisions and experimentation.
- Cross-functional collaboration with Product and Engineering.
- Enterprise and platform design under technical constraints.

EXPERIENCE

Western Governors University (WGU) - Salt Lake City, Utah

Product Designer (Contract) | June 2025 – September 2025

- Defined and scaled a centralized design system for a large enterprise education platform, enabling consistent experiences across 50+ product pages while reducing design-to-development friction by 20%.
- Optimized design operations by re-architecting reusable UI patterns and publishing workflows within AEM 6.5, accelerating delivery of student-facing features by 30% across multiple portals.
- Partnered with Product Owners to **influence design decisions** based on UX best practices and research, ensuring alignment with enterprise-level governance
- Established accessibility-first design standards aligned with WCAG AA, ensuring compliance across student and partner experiences and reducing downstream remediation effort.

Revive Software Systems Inc., - Dallas, Texas

UI/UX Designer | January 2024 – May 2025

- Led end-to-end product design for AI-driven and enterprise SaaS platforms across HR, social publishing, and internal tooling, balancing speed, usability, and scalability.
- Designed the core UX for an AI-assisted content publishing workflow, reducing content creation time by 30% while maintaining brand and platform constraints.

- Built a modular, responsive design system using system thinking for an AI-powered LinkedIn automation product, shortening release cycles by 40% and enabling rapid iteration across features.
- Redesigned critical payroll and onboarding flows for an HR platform, improving task completion by 22% and reducing user friction by 35% through simplified information architecture.
- Collaborated with engineering teams to deliver high-fidelity specifications, reducing rework and ensuring design intent translated accurately into production.

Gravity Drive - Indianapolis, Indiana

UX Designer | January 2023 – December 2023

- Improved usability and task efficiency for a SaaS analytics dashboard by identifying structural navigation issues through heuristic evaluations and user feedback.
- Redesigned information hierarchy and interaction patterns, increasing user satisfaction by 20% and improving task efficiency by 15%.
- Produced developer-ready interaction documentation and specifications, reducing front-end bug reports by 18% post-release.

Ground Work - Indianapolis, Indiana

Product Designer | July 2022 – December 2022

- Designed a data-driven lead conversion experience for a B2B platform, increasing lead-to-sale conversion by 20%.
- Introduced modular wireframes and standardized UX documentation, reducing design handoff time by 35% and improving cross-team alignment.

Karkinos - Remote, Bangalore

Product Designer | October 2020 – December 2021

- Owned ambiguous problem spaces across patient- and clinician-facing healthcare workflows, balancing usability, clinical accuracy, and regulatory constraints.
- Identified breakdowns in intake and care coordination caused by fragmented data entry and high cognitive load, reframing solutions around task-based, progressive disclosure experiences.
- Evaluated interaction tradeoffs and collaborated with clinicians, product managers, and engineers to align design decisions with real-world medical workflows and technical limitations.
- Delivered clear interaction specifications and usability guidelines to reduce implementation ambiguity and ensure consistency across patient and provider experiences.

PROJECTS

- **AI Chatbot (EdTech):** Designed a conversational onboarding experience to replace high-friction forms, improving student conversion by 20 - 40% by reducing cognitive load and guiding users through complex decision paths. [Case Study](#)
- **WGU Design System:** Architected a scalable component library and documentation framework that reduced design-to-development turnaround by 20% while enabling consistency across multiple enterprise teams. [Case Study](#)
- **Emergency Care App:** Designed a triage interface for high-stakes medical environments, prioritizing clarity and speed under cognitive pressure to support real-time urgent care decisions. [Case Study](#)
- **Furniture Space Platform:** Researched and designed an IoT-integrated marketplace experience, enabling seamless device-to-user interaction and increasing student platform adoption. [Case Study](#)

EDUCATION

M.S. in Human-Computer Interaction (HCI)

Indiana University - School of Informatics and Computing, Indianapolis, IN | Dec 2023

CERTIFICATIONS

- **Uxcel UX/UI Design Specializations (7):** Research, Usability Testing, Design Systems, Accessibility, Interaction Design.