MADHU SRINIVASA

CONTACT

Email:
msrini.gowda@gmail.com

LinkedIn:
linkedin.com/in/madhugowdas

Portfolio:
madhuportfolio.com

EDUCATION

DePaul University

Chicago, IL | Aug 2021

Master of Science, Computer Science (Specialization in Human-Computer Interaction)

Acharya Institute of Technology

Bengaluru, KA | Jun 2018

Bachelor of Science, Information Technology

PROFILE

Product Designer with 4+ years of experience crafting user-centered solutions across diverse digital platforms. Skilled in designing intuitive systems, conducting comprehensive UX research, and delivering impactful user experiences that drive engagement and efficiency. Known for leveraging design thinking to streamline processes, reduce learning curves, and enhance product scalability, with a focus on seamless cross-platform functionality.

EXPERIENCE

Software Quality Engineer/UI, Smartz, Champaign IL, Jan 2022 - Present

- Initiated Aedify, an AI infrastructure platform designed to streamline GPU and server provisioning for small companies and developers. The platform enables users to deploy custom AI workloads by dynamically allocating compute resources through a simplified UI and API interface.

- Conceptualized and designed a platform for AI agents, enabling developers to create custom AI experiences by integrating user websites and training agents with additional data for enhanced functionality.

- Conduct user research to understand the needs, behaviors, and challenges of property managers, landlords, and tenants, employing methods such as card sorting and usability testing to inform design decisions.

- Create wireframes, prototypes, and user flows for property management software using Figma, optimizing design concepts for a seamless user experience.

- Conduct in-depth market and competitor analysis to refine user experience, driving improvements in tenant management, billing, and maintenance processes.

- Collaborate with development teams to ensure the platform's no-code/low-code functionalities meet diverse user needs, achieving a 50% reduction in onboarding time for new users.

- Design and launch a cross-platform user experience, resulting in a 38% increase in visitor growth for Smartz and its sister company, MeShare.

- Partner with cross-functional teams to implement automation and IoT integrations, reducing manual tasks by 30% and enhancing process efficiency by 20%.

- Develop investor presentations in collaboration with executives, highlighting the innovative features and value proposition of Smartz software.

Founder, DefiBullz, Remote, Jan 2025 - Present, Website

- Founded and built an AI-driven trading journal platform focused on helping crypto traders analyze and improve their performance using automated insights from trade data.

- Built AI features to aggregate and analyze user trade data, delivering personalized insights on best-performing assets, trade patterns, and mistakes to avoid.

SKILLS

Design Tools:

Figma, Illustrator, InDesign, Adobe XD, Photoshop, InVision, Marvel, After Effects

UX Skills:

Wire-framing, Persona Development, Journey Mapping, Information Architecture, Accessibility, Usability Testing, Heuristic Evaluation, Mobile & Web Design

Prototyping:

Rapid Prototyping, Interactive Flow, High-fidelity Mockups

Research:

User Interviews, Competitive Analysis, Storyboarding, A/B Testing, Data Analysis

Development:

JavaScript, jQuery, HTML/CSS, React.js, Next.js, Supabase, SQL

- Led product strategy, UX/UI design, and growth initiatives, including market research, feature prioritization, and early-stage monetization planning.

- Designed and developed a streamlined dashboard UX to track trades in list and grid formats with performance metrics like Win%, Profit Factor, and Risk:Reward ratio.

UX Designer, B&A Partners, Chicago IL, Oct 2021 - Dec 2021

- Collaborated with enterprise design teams in design reviews to align content, user experience, and overall design with brand goals.

- Executed social media campaigns to enhance brand image, creating compelling posts that elevated brand visibility.

- Created and maintained comprehensive design documentation, including style guides and interaction guidelines, ensuring consistency across multiple projects.

Graduate Ambassador, DePaul University, Chicago IL, Sep 2020 - Aug 2021

- Represented DePaul's College of Computing and Digital Media by participating in student panels, sharing personal experiences, and addressing queries from prospective students.

- Assisted with campus tours and orientation programs, providing detailed insights on facilities and academic programs.

- Collaborated on content design for university marketing materials, contributing to enhanced recruitment efforts.

UI/UX Designer, Grasport Inc, Bengaluru, Jun 2018 - Aug 2019

- Redesigned and developed the company website in collaboration with developers, optimizing for efficiency and user experience through HTML, CSS, and JS.

- Defined and structured the website's information architecture, leveraging tools like Visio and Tableau to improve data flow and accessibility.

- Developed a responsive UI using Figma, achieving a customer satisfaction rating of 4.7/5, and introduced animations that contributed to a 15% increase in customer growth.

- Led the successful launch of the website, resulting in measurable improvements in operational performance and customer satisfaction.

LEADERSHIP & VOLUNTEER EXPERIENCE

Salt and Light, Volunteer, Champaign, IL

- Systemized clothing and household item donations, coordinating with a team to improve donation processes and increasing service capacity by 25%.

Blockchain Event, Volunteer, Bengaluru, KA

- Volunteered at a blockchain event, supporting coordination and networking while gaining insights into DeFi and Web3 technologies.