

# Madhusudhan Gowda Srinivasa

Product designer with 4 years experience of focusing on seamless user interactions

## EXPERIENCE

**Smartz Inc • Product Designer**  
Champaign-Urbana, Illinois • Jan 2022 - Present

- Conducting user research to understand the requirements, challenges and behaviors of property managers, landlords and tenants with methods like Card Sorting and Usability Testing.
- Creating wireframes, prototypes and user-flows to visualize and communicate the property management software's various design concepts using Figma and other design tools.
- Improving user experience of the Property Management software by performing in-depth analysis of market trends and competitor products, streamlining processes such as tenant management, billing, maintenance scheduling, etc.
- Working with the development team to ensure the no-code/low code web and app platforms functionality meets diverse user requirements for flexibility, scalability and ease of use, reducing the learning curve for new users by 50%.
- Ensuring a consistent and seamless user experience across different platforms and devices leading to a 38% increase in website visitor growth for Smartz and its sister company MeShare.
- Collaborating across cross-functional teams to identify key areas of automation and integration of the Smartz software with IoT, resulting in a 30% reduction in manual tasks and a 20% increase in process efficiency.
- Engaging with executives of Smartz to develop and design the investor presentations that highlight the Smartz software's value and innovative features, aiming to secure funding.
- Maintaining an iterative design process by incorporating feedback from team members, stakeholders and end-users to refine the designs and enhance the overall usability and user satisfaction of the product.
- Drafting and documenting a brand toolkit for Smartz and MeShare to maintain consistency across marketing materials, client presentations and communications.

## CONTACT

Email:[msrini.gowda@gmail.com](mailto:msrini.gowda@gmail.com)

LinkedIn:[linkedin/MSG](https://www.linkedin.com/in/MSG)

Portfolio:[madhuportfolio.com](https://madhuportfolio.com)

## EDUCATION

**DePaul University • Chicago, Illinois • Aug 2021**

Master of Science, Computer Science - specialization in Human Computer Interaction

**Acharya Institute of Technology • Bengaluru, India • Jun 2018**

Bachelor of Science, Information Technology

## SKILLS

### Design Tools:

Figma • Illustrator • InDesign • AdobeXD • Photoshop • Invision • Marvel • After Effects

### UX Skills:

Wireframing • Persona • Journey Mapping • Information Architecture • Accessibility • Usability Testing • Contextual Inquiry • Affinity Analysis • Heuristic Evaluation • User Flows • Concept Sketches • Style Guides & Pattern Library • Mobile & Web Design

### Development:

JavaScript • jQuery • HTML/CSS • Python • React.Js(Fundamentals)

## **B&A Partners • User Experience Designer**

Chicago, Illinois • Oct 2021 - Dec 2021

- Teamed up with enterprise-level design team members to ensure product alignment through group design reviews encompassing content, design and user-experience.
- Played a crucial role in shaping and executing the company's social media campaigns, crafting compelling posts to elevate the brand image.
- Created and maintained design documentation including style guides, design systems, interaction guidelines.
- Efficiently navigated deadlines and concurrently handled multiple projects, resulting in successful project deliverables.

## **DePaul University • Graduate Ambassador**

Chicago, Illinois • Sep 2020 - Aug 2021

- Represented DePaul College of Computing and Digital Media and participated in student panels to share personal experience and address queries, concerns from prospective students
- Conducted campus tours and assisted with orientation programs for new students, providing information about campus facilities, resources and academic programs.
- Collaborated with peers to modify and design the generated content that contributed to marketing materials of the University.

## **Grasport International • UI/UX Designer**

Bengaluru, India • Jun 2018 - Aug 2019

- Redesigned and developed the official website with HTML, CSS, and JS by collaborating with the development team to ensure the feasibility and efficiency of the design implementation.
- Defined and structured the information architecture utilizing tools like Visio and Tableau to optimize data flow and accessibility within the website.
- Incorporated animations using animate.css, leading to a notable 15% increase in customer growth. Promoted a team environment by maintaining communication with customer, business and application team members.
- Conducted live user testing to evaluate design effectiveness and implemented improvements based on the results.
- Developed a user-friendly and responsive UI using Figma garnering positive customer reviews and achieving an average rating of 4.7/5 point.
- Piloted the successful implementation and launch of the official website, delivering measurable improvements in operational performance and customer satisfaction.

## **Prototyping:**

Rapid Prototyping • Interactive Flow • Paper Prototypes to high fidelity testable mockups

## **Research:**

Surveys • Personas • Interviews • Competitive Analysis • Journey Maps • Storyboards • A/B Testing & Experiment • Data Analysis

## **Other Skills:**

Design Thinking • Business Communication • Detail-Oriented • User-focused Delivery

## **LEADERSHIP**

### **Salt & Light • Volunteer**

Champaign-Urbana, Illinois • Aug 2023 - Nov 2023

Assisted in systemizing the clothing and household items. Coordinated with a team of volunteers to streamline donation processes, improving efficiency and capacity to serve the community by 25%.

### **Block chained India • Volunteers' Lead**

Bengaluru, India • Jun 2017 - Dec 2018

Organized events and managed to get maximum members on board for meets conducted by the Block Chained India Community.