

SRUTHI MADHUSUDANAN

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SUMMARY

Budding UI/UX Designer based in Singapore who thrives on decoding how technology influences human behaviour. I craft designs that not only meet functional needs but also deeply resonate with users, seamlessly integrating technology into everyday life to enrich the user experience.

CORE COMPETENCIES

<ul style="list-style-type: none">- User Interface Design- User Experience Design- Wireframing- Prototyping- User Research & Analysis	<ul style="list-style-type: none">- Visual Design- Information Architecture- Usability Testing- User Personas & Customer Journey Mapping- Cross-Team Collaboration & Project Leadership
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TECHNICAL SNAPSHOT

Figma | Canva | Adobe Creative Suite | Motion Graphics | ProtoPie | Miro | Google Analytics | Agile Methodologies | JIRA | MS Clarity | R | SQL | Microsoft Office Suite (Word, Excel, PowerPoint)

WORK EXPERIENCE

UI/UX DESIGNER | Freelance – Singapore | May 2024 – Present

THIRDI

Collaborated with Thirdi's product team to **drive the rebranding and redesign** of their product's user interface and experience.

- **Lead the design direction** for Thirdi's growth marketing platform, enhancing user experience and driving engagement for advertisers.
- **Design and develop** the UI/UX for **Thirdi's Creative Analyzer**, providing AI-powered insights to optimize ad performance.
- **Build the Social Analyzer tool**, delivering profile insights and recommendations to improve social media presence.
- **Collaborate cross-functionally** with product managers, engineers, and marketing teams to create data-driven and user-centric solutions.

KALKANDU

Tasked with redesign of **mobile-first website to reflect a premium brand identity, enhancing user experience, satisfaction, loyalty and brand perception.**

- **Conducted comprehensive user experience research** to inform design decisions, including wireframing and prototyping to establish effective interaction patterns.
- **Emphasised iterative design** by actively participating in brainstorming and feedback sessions, refining the design based on insights and user needs.
- **Collaborated closely with graphic designers** to build and integrate UI components, ensuring a cohesive and visually appealing interface.
- **Focused on creating a mobile-first design**, optimising the user experience for seamless navigation and interaction on mobile devices.

INDIA CEMENTS | CREATION FURNISHINGS | FLATTURTLE

Conducted a **comprehensive website audit, focusing on enhancing user experience and effectiveness** through detailed analysis and design recommendations.

- **Performed a thorough website audit**, including information architecture review and heuristics analysis, to identify and address usability issues.
- **Conducted market and competitor research** to benchmark design practices and inform improvements, ensuring the website's alignment with industry standards.
- **Conducted market and competitor research** to benchmark design practices and inform improvements, ensuring the website's alignment with industry standards.
- **Provided actionable design recommendations** based on audit findings, contributing to a more intuitive and engaging user experience.

STUDENT RESEARCHER | SUSS – Singapore | Jan 2023 – May 2024

Conducted a **year-long HCI-focused study on integrating Generative AI chatbots into customer service**

KEY CONTRIBUTIONS:

- **Investigated integration challenges and benefits** of GenAI-based chatbots, focusing on answer quality, reliability, empathy, friendliness, and privacy concerns.
- **Developed a research thesis** based on extensive literature review and empirical findings, offering actionable insights for effective chatbot system design.
- **Provided valuable recommendations** to enhance user acceptance and utilisation of bot-based services, contributing to improved customer service and business success.

MANAGEMENT INTERN | Ohmyhome Pte Ltd – Singapore | Aug 2023 – Nov 2023

Developed skills across core UI/UX concepts, including Information Architecture, User Journey Mapping, Customer Personas thereby enhancing user experiences, navigation and flow.

KEY CONTRIBUTIONS:

- **Crafted User journey maps** to vividly visualise user experiences, pinpointing critical touchpoints and uncovering opportunities for enhancements.
- Conducted **Competitor Analysis** to evaluate industry trends and design strategies, informing innovative UI/UX solutions.
- Conducted **User Interviews and Surveys** to gather valuable insights, directly influencing design decisions and improving user satisfaction.

RISK ANALYST | KPMG – India | Jan 2020 – Oct 2021

Advised clients on regulatory standards and developed customised risk models to mitigate financial risks. **Conducted thorough risk assessments**, collaborated on regulatory frameworks, and established Risk Rating systems with comprehensive documentation.

KEY CONTRIBUTIONS:

- Advised clients on regulatory standards, developed customized risk models, and conducted comprehensive risk assessments to mitigate financial and internal threats.
- Collaborated across teams to create regulatory reporting frameworks, prepare stakeholder reports, and establish Employee Risk Rating frameworks for high-risk segments.

EDUCATION

Master of management – 2024

Singapore University of Social Sciences – Singapore

Bachelor of Engineering (B. E) in Electrical and Electronics – 2020

Anna University – India

CERTIFICATIONS

[User Experience Design Bootcamp](#) | Vertical Institute – 2024

[User Experience](#) | LinkedIn Learning – 2024

