MADHUVANDHI JAYASANKAR

madhuvandhijayasankar@gmail.com | +919941765996 | India | linkedin.com/in/madhuvandhijayasankar/

EDUCATION
Google UX Design Professional Certificate, Coursera by Google Nov 2023 - Jan 2024
Bachelor of Engineering in Computer Science, Anna University, India (CGPA- 7.49) Aug 2010 - May 2014

SKILLS
Design Skills - User research, User flows, Wireframing , Prototyping, Design system, Information architecture, UI, Visual design, Usability testing, Illustration, Animation, HTML, CSS
Soft skills - Empathy, Creativity, Attention to detail, Problem solving, User advocacy, Collaboration, Adaptability
Tools - Figma, Procreate, Adobe Photoshop, Adobe Illustrator

EXPERIENCE
Freelance UX Designer, Candlemonk, India Feb 2024 - Present
[Wireframing, Prototyping, Interaction design, Information architecture, UI, Design system, Competitive analysis, Usability testing, Visual design, Creative thinking, Story telling, User Experience, Adobe Illustrator, Procreate, Figma]

- Redesigned comments section of the website that increased user engagement in the section by 4%.
- Introduced new features - "Written by the same author" to enhance author visibility and content discoverability.
- "Your reading list" section showcasing bookmarked blogs, encouraging users to read more and increasing engagement.
- "Ignite the spark" feature - for sharing favorite lines or quotes from blogs to social media platforms (e.g., X, Instagram), facilitating unique marketing opportunities through user-generated content.
- Implemented scheduling feature for blogs, promoting regular user engagement and fostering daily reading or writing habits through improved notification settings with reminders.

Founder & Designer, Huefete, India Nov 2019 - Present
[Visual design, Illustration, Animation, Motion design, Design thinking, Problem Solving, Information architecture, UI, Design system, User flows, User pain points, Wireframing, Prototyping, WCAG, Adobe Illustrator, Procreate, Figma]
- Huefete is an art & illustration brand that has a collection of original artworks, digital illustrations and animations along with textured paintings that contribute to making art inclusive for the visually challenged.
- Crafted a responsive web design for Huefete with focus on displaying artworks in a minimalistic layout that is inclusive and accessibility features like alt text, color contrast etc, in accordance with the WCAG.
- Introduced new features - Breadcrumbs - To facilitate easy navigation in the website after identifying user pain points.
- Direct enquire feature - To enable easy and seamless enquiry about artworks through mail with the link to PDP.

Associate - Customer Support & Sales, State Bank of India, India Dec 2016 - Jan 2024
[Cross-functional team collaboration, Adaptability , Empathy, User pain points, User needs, Leadership, Management, Communication skills, Interpersonal skills, Attention to detail, Problem solving]
- Received multiple "Gems - Certificate of Appreciation" highlighting qualities such as empathy, energetic, highly motivated and great attitude.

Programmer Analyst Trainee - Cognizant Technology Solutions, India Jul 2014 - Dec 2014
[HTML, CSS, Collaboration, Communication, Interpersonal skills, Presentation skills]

PROJECT
RED App - Rescue Everyone in Danger, Mar 2024 - Apr 2024
[Visual design, Problem solving, Information architecture, UI, Design system, User flows, User pain points, Wireframing, Prototyping, Creative thinking,User experience, Storytelling, Figma, Adobe Illustrator]
- Designed a mobile app to assist vulnerable groups including women, children, transgender, tourists by providing them with information about the safety and risks associated with different locations worldwide through user-generated data.