

MADHURESH MISHRA

UI/UX and Product Designer | AI-Native Prototyping | Multi-State Interaction Design | Design Systems

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PROFESSIONAL SUMMARY

UI/UX and Product Designer with 5+ years of experience in user experience design, owning end-to-end experience design for B2B SaaS products, web applications and mobile apps (iOS and Android), at the intersection of design craft and AI-augmented delivery. Deep expertise in complex, multi-state interaction design: multi-step task orchestration, data-dense dashboards, real-time status tracking, and the error-recovery and fallback states that keep the user's mental model of what the system is doing clear at all times. Designs artificial intelligence (AI) powered insights and recommendations that bring together data from fragmented sources and deliver decision-ready context instead of raw numbers, so users can trust and act on them. Proficient in AI-native design and prototyping tools: vite codes functional prototypes, uses generative AI (Figma AI, Figma Make) to explore layout and content variations, and orchestrates and iterates LLM-assisted workflows (Claude, ChatGPT) for research synthesis and specification writing, with sound human judgment on every output. Translates ambiguous problem spaces into coherent, testable experience frameworks, contributes to design systems, interaction patterns and heuristics at the framework level, and moves easily between production-ready delivery and foundational framework definition. Articulates design rationale clearly to engineering and product partners in fast-moving environments. Comfortable with ambiguity, with a bias toward making rather than waiting. Pursuing an MBA in Marketing.

CORE SKILLS

Experience and Interaction Design: User experience design, UX design, end-to-end experience design, complex multi-state interaction design, multi-step task orchestration and workflows, user journeys, information architecture, user flows, interaction models, user mental models, wireframing, real-time status and system feedback, error-recovery, edge-case, empty-state and fallback design, data-dense dashboards, responsive web and mobile app design (iOS, Android)

User Interface and Visual Design: User interface designing, UI design, interfaces, visual design, layout, visual hierarchy, high-fidelity mockups, readable typography, attention to detail

AI Experience Design: Artificial intelligence (AI) powered insights and recommendations, decision-ready context instead of raw data, designing for trust and transparency in AI outputs, clear system status so users always understand what the system is doing, bringing structure to ambiguous user goals and requirements

AI-Native Design and Prototyping: Vibe coding functional prototypes (Claude Code), generative AI for layout and content exploration (Figma AI, Figma Make), orchestrating and iterating LLM-assisted workflows (Claude, ChatGPT) for research synthesis, specification writing and documentation, sound human judgment on AI outputs, interactive Figma prototypes, prototyping

UX Strategy, Research and Validation: UX strategy, human-centred design, discovery, problem framing, translating ambiguous problem spaces into coherent, testable experience frameworks, digital product transformation, user research, stakeholder interviews, usability testing, concept validation, research synthesis, funnel and drop-off analysis, data-informed iteration

Design Systems and Frameworks: Design systems, component libraries, reusable interaction patterns, UX heuristics, design guidelines and UX standards, Figma variants, variables and design tokens, Auto Layout, accessibility and WCAG principles, design documentation and specifications

Collaboration and Communication: Articulating design rationale to engineering and product partners, design storytelling, stakeholder alignment, production-ready delivery, developer handoff, cross-functional and distributed teams, Agile and Scrum, SDLC, consulting and client services, fast-moving environments

Tools: Figma (advanced, incl. Figma AI and Figma Make), Sketch, Adobe XD, Adobe Illustrator, Adobe Photoshop, Claude, ChatGPT, Claude Code, HTML/CSS (working knowledge)

Languages: English (fluent), Hindi

PROFESSIONAL EXPERIENCE

UI/UX and Product Designer | Digi Sidekick | Noida, India | Apr 2025 – Present

- Owned end-to-end experience design for Ecomally, a B2B marketing analytics product (Shopify app) that brings attribution, creative performance, catalog and audience data from fragmented sources into one view for D2C brands, from discovery and problem framing through validation and production-ready design.
- Translated complex, ambiguous requirements from founders, product managers and data teams into a coherent, testable experience framework: information architecture, multi-step task flows, interaction models and multi-state screens.
- Designed AI-powered insights and recommendations that delivered decision-ready context instead of raw numbers, pairing each insight with the metrics behind it so business users could understand, trust and act on it.
- Designed data-dense dashboards and multi-step workflows with loading, empty, error-recovery and fallback states and clear visual hierarchy, keeping users' mental model of what the system was doing clear at every step.
- Orchestrated AI-augmented workflows to move faster, using generative AI to explore layout and content variations and LLM-assisted research synthesis and specification writing, iterating on every output with human judgment.
- Validated concepts through usability testing and stakeholder reviews, then articulated and defended design rationale to founders, product and engineering partners in terms of user and business outcomes.

- Moved between production-ready delivery and framework work: partnered with engineers and data teams on feasibility and trade-offs, delivered clear specifications, and contributed reusable interaction patterns, design guidelines and UX standards, running design reviews to keep the experience consistent.

UI/UX Designer | Mobikasa | Delhi, India | Oct 2024 – Apr 2025

- Worked directly with global B2B and B2C clients in a client-services (consulting) team, translating business and user requirements into user flows, interaction models, feature-level prototypes and high-fidelity interfaces with clear specifications.
- Redesigned complex multi-step customer journeys end to end, including navigation, product discovery and checkout, across responsive web, tablet and mobile, covering every state and edge case.
- Acted as the link between clients, project managers and developers: articulated design rationale, resolved implementation constraints and delivered accurate developer handoff so builds kept the UX intent.
- Built reusable, component-based UI patterns with variants and states, contributing to design systems that improved consistency, scalability and maintainability across multiple client products.

UI/UX Designer | Taab Solutions | Gurugram, India | Oct 2023 – Jul 2024

- Delivered UX transformation of web and mobile application experiences across 15+ digital products, translating ambiguous requirements into improved information architecture, end-to-end user journeys and interaction patterns.
- Introduced interaction patterns that reduced user drop-off by 20% and simplified key multi-step user journeys.
- Validated concepts through user research and iterative usability testing, combining qualitative findings with business data to decide what to improve next.
- Aligned scope, timelines and design decisions with product, marketing and technology teams through clear, open communication, keeping delivery in line with the agreed plan.

Designer (UI/UX and Graphic) | RipenApps | Noida, India | Jun 2022 – Sep 2023

- Designed a multi-step food ordering app covering menu browsing, ordering and real-time order tracking for 200+ restaurants and 1,000+ users, with clear status at every stage so users always knew where their order stood.
- Designed a medical e-learning platform with live lectures, quizzes, discussion forums and interactive multimedia.
- Converted client requirements into user flows, wireframes, interactive prototypes and high-fidelity mockups for new features and enhancements, working closely with project managers, developers and cross-functional teams.

UI/UX Designer (Freelance) | Self-Employed | Noida, India | Oct 2020 – Apr 2022

- Delivered end-to-end UX projects for 20+ startup and SME clients across fintech, e-commerce and education, owning the work from discovery and requirements gathering to final designs.
- Ran stakeholder interviews and user research to understand customer needs and pain points, then built user flows, wireframes, interactive prototypes and detailed visual designs in Figma, Sketch and Adobe XD.
- Presented concepts directly to clients, articulated the reasoning behind design decisions, and iterated on client and end-user feedback through to sign-off.

EDUCATION

Master of Business Administration (MBA), Minor: Marketing

Symbiosis International University | Jul 2025 – Jul 2027 (pursuing)

Bachelor of Commerce and Computer Application, Minor: Computer Applications

Nagpur University | Jun 2012 – Jun 2015