Madhan Raj

UX/Product Designer

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Location: Chennai

PROFESSIONAL SUMMARY

UX/Product Designer with 11 years of overall design experience, including 8 years focused on end-to-end UX/Product design across B2B SaaS, B2C digital experiences, and complex enterprise applications. Experienced in independently owning the end-to-end design process, from requirement analysis and user flows to interaction design, prototyping, and UI delivery, while collaborating closely with Product, Business, Engineering, and QA teams. Strong in enterprise workflows, information architecture, UX strategy, and product thinking. Previously led a team of designers, providing guidance, reviewing design deliverables, and overseeing design execution. Promoted to Technical Lead in 2025, continuing to drive UX design responsibilities, with an emerging focus on Human-AI Interaction and Agentic UX.

DOMAIN EXPERTISE

- Mortgage Servicing
- Banking & Fintech
- Complex Workflows
- Insurance & Customer Enrollment
- Enterprise Applications
- Product Discovery
- B2B SaaS
- B2C Digital Experiences
- Big Data & Data-Intensive Products

CORE SKILLS

- Product Design
- UX Design
- Interaction Design
- AI Product Design
- User Flows
- Wireframing & Prototyping
- Design Systems & UX Audits
- UX Strategy & Product Thinking
- User Research & Usability Testing
- Cross-Functional Team Collaboration
- Information Architecture
- Agentic UX & Human-AI Interaction
- Design-to-Code Workflows
- Dashboard & Data Visualization
- UX Delivery & Design Handoff

WORK EXPERIENCE

Technical Lead - UX Design | Techstar Group, Chennai — Jan 2025 - Oct 2026

Previous Title: **Senior UX Designer** — Sep 2022 - Dec 2024

- Client Engagement: Mr. Cooper/Rocket Mortgage and Sagent, Chennai.
- Designed UX solutions for approximately 200 UX requests, enhancements and product initiatives across the CMOD enterprise platform.
- Collaborated with Product Owners, Business Analysts, Engineering and QA teams to understand requirements and translate them into user flows, wireframes, prototypes and UI solutions.
- Worked across 40+ business modules spanning Evaluation, Loss Mitigation, Repayment, Boarding, Account Services, Administration, SMDU, VASP, Support Administration and Freddie Resolve.
- Led UX design for complex, workflow-driven enterprise experiences, balancing business rules, user needs, and technical constraints.
- Created the CMOD Design System and established reusable UI patterns and design guidelines.
- Conducted a UX audit identifying 46 usability issues and documented findings with solutions in a 100-page report.
- Participated in requirement analysis, process flow discussions, UX discussions, design reviews and approval discussions with Product Owners, Product Managers and stakeholders.
- Contributed to UX stories and PBI creation in Microsoft Azure DevOps (ADO).
- Supported Development and QA teams with UX clarifications and design handoff throughout implementation.

UI/UX Designer | BDIPlus, Bengaluru — Sep 2019 - Aug 2022

- Worked on OneDataPlus, a big data product providing 360-degree customer data, Afficiency, an insurance product for customer enrollment, and applications for Citizens Bank.
- Designed user flows, wireframes, prototypes, and hi-fi interfaces across banking, insurance, and Big Data products.
- Collaborated with Product Managers, Business Analysts, and development teams to translate business requirements into intuitive, user-friendly experiences.
- Designed dashboards and data visualization solutions for enterprise applications.
- Created UI guidelines and visual assets to support consistent design and product development.

Senior Designer | KWINK Digital, Chennai — Nov 2016 - Aug 2019

- Designed websites, social media creatives, advertisements and digital marketing assets.
- Created static and animated graphics, website assets and campaign designs.
- Performed usability and cross-browser testing for web experiences.
- Led a team of designers, providing guidance, reviewing design deliverables, and overseeing design execution.

Junior Designer | Eventus Software Services, Chennai — Jan 2016 - Nov 2016

- Created interactive wireframes and prototypes using Axure RP.
- Designed WordPress websites, landing pages, banners, emailers and web advertisements.

Assistant Programmer | CyberQ Consulting Pvt. Ltd., New Delhi — Feb 2015 - July 2015

- Client: National Informatics Centre, Chennai
- Designed UI layouts for a map-based application supporting road infrastructure visualization for Tamil Nadu.

EDUCATION

- Master of Computer Applications - MCA | 2013
  Nehru Institute of IT & Management, Coimbatore
- Bachelor of Computer Applications - BCA | 2010
  VHNSN College of Arts & Science, Virudhunagar

TOOLS

Figma | FigJam | Figma MCP | ChatGPT | Claude | OpenAI Codex | VS Code | Miro | Axure RP | Adobe XD
Adobe Photoshop | Adobe Illustrator | Azure DevOps

AI PRODUCT DESIGN EXPLORATION

Agentic UX & Workflows

- Hands-on exploration of how AI can support the product design workflow, including design-to-code exploration with Figma MCP, OpenAI Codex and VS Code.

MOVA | AI-Agentic Fintech Concept — View MOVA

- Self-initiated concept where I explored how AI could simplify personal finance across multiple banks and financial products through recommendations and smart automation.
- Explored AI-driven user interactions and decision support, with a focus on keeping the experience clear and user-controlled.

CERTIFICATIONS

AI For Designers (IxDF - Interaction Design Foundation) — Jan 2026