Madhura Mhatre

Product Designer

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EXPERIENCE

Lead Product Designer: Saleschat.pro | Remote, Mumbai, India   January 2025 – August 2025

- Establishing design processes to include best practices, and creating a robust design system maintaining comprehensive design documentation, including specifications, style guides, and component libraries to ensure consistency, scalability, and efficiency across all Saleschat.pro product areas.
- Establishing the core competencies of the product by conducting market research to identify the industry trends, competitor offerings and AI influence in the sales communication, marketing, support and CRM space.
- Leading user research, including user interviews, surveys, usability testing, and data analysis, to gain deep insights into user behavior, pain points, and needs.
- Developing clear and intuitive information architecture and user flows for Saleschat.pro, ensuring seamless navigation.
- Designing interactions that are optimized for sales workflows, such as lead management, opportunity tracking, internal communication and AI assistant.

Senior UX Designer: Likewize | Southlake, Texas, US   May 2023 - October 2024

- Increased business revenue by 20% by advocating for user-centric initiatives and leading UX/UI design for Device Buy Back & Trade-in products, enhancing global client satisfaction and sales in Q1 & Q2 for large scale trading markets.
- Delivered high-quality product designs that met user requirements for web and responsive experiences for B2B & B2B2C platforms by designing global Device Protection products using Figma and Adobe Creative Suite for wireframes, mockups, and prototypes by ensuring compliance with design standards and WCAG web accessibility guidelines.
- Enhanced user experience for home connectivity and insurance clients by delivering cutting-edge UX/UI designs that adhered to emerging design patterns and user-centered design principles for native mobile and tablet apps.
- Ensured consistency and optimization across all device user interfaces for multiple global clients by rebranding and translating Likewize products for multi-client based scalable design systems using variables and tokens.
- Designed a seamless and engaging user centered conversational AI assistant chatbot virtual agent for an insurance client.
- Enhanced the integrity of the established design system through regular audits, collaborating with cross-functional designers to maintain and update the component libraries, guidelines, and documentation.
- Delivered iterative design solutions meeting project timelines and goals by collaborating in product ideation, conducting quantitative UX Research using Google Analytics, Power BI and Medallia and translating complex requirements into large scale exceptional design solutions in cross-functional on-site & offshore teams in Agile environments by utilizing Jira to manage workflows and maintain clear communication.

UX Designer II: Nelnet Inc | Dallas, Texas, US   March 2020 - May 2023

- Increased product satisfaction and reduced task completion time by 40% for Payment Plans, Checkout & Disclosure products by advocating for user-centered design principles and implementing best practices in UI/UX design.
- Fostered a culture of continuous UX improvement by supporting decisions based on strong user research across multiple personas, and scenario-based prototype testing in Figma with target users to deliver an super-intuitive and visually appealing product by adhering to design standards set by the XLR8 Design System.

- Proven track record for increased product satisfaction through leading design workshops with national K-12 & Higher educational institutes by conducting market-based focus group discussions and A/B testing and collaborating with cross-functional teams to optimize the B2B2C beta release experience by thoroughly inspecting user acceptance testing (UAT), accessibility compliance and analyzing the task completion rate through performance analytics using Pendo.
- Provided actionable insights for design decisions by leading and managing multiple research projects simultaneously, ensuring deliverables were within the FACTS Student Information System's design scope.
- Enhanced digital experience across web and mobile platforms for multiple Nelnet financial & education products by conducting comprehensive user research, including interviews, surveys, and usability testing protocols, and delivering end-to-end design solutions for SaaS products.

UX Designer: DePalma Studios |Nashville, Tennessee, US   July 2019 - December 2019

- Delivered visually appealing designs in a fast-paced environment by applying attention to detail and agility in prioritizing tasks and translating client visions into cohesive and visually appealing interfaces using Sketch and InVision.
- Increased project efficiency by managing multiple diverse projects by meeting business objectives using Asana and Miro for project refinement and management.
- Optimized project workflows by collaborating with cross functional teams using agile methodologies to streamline design processes, enhancing efficiency and responsiveness by adhering to the principles of HCI and user-centered design.
- Maintained design consistency and version control by utilizing Abstract for smooth collaboration across multiple designers.

UX Design Intern: Regenstrief Institute |Indianapolis, Indiana, US   September 2018 - May 2019

- Designed a scalable business model for the healthcare start-up using agile human-centered design methods, executing comprehensive user research, defining user needs, and focusing on interaction design, information architecture, data visualization, and user testing.
- Defined information architecture as part of a long-term user-centered design strategy, contributing to a comprehensive design roadmap.
- Enhanced UX design of Care Revolution's web application through iterative design process by creating wireframes, visual design mockups, and prototypes using Adobe XD.
- Improved user satisfaction and engagement by conducting on-site user testing with nurses and implementing feedback, leading end-to-end UX design process from initial user stories and research to final design specs ensuring the application met user needs and maintained high usability standards.

EDUCATION

MS Human Computer Interaction Indiana University, Indianapolis, Indiana, US   August 2017 - May 2019

Bachelor of Computer Engineering University of Mumbai, Mumbai, Maharashtra, India   July 2013 - June 2017

SKILLS

- **Artificial Intelligence:** Conversational AI Design, Chatbot Prototyping, Model Fine Tuning.
- **Design:** Branding, Data Visualization, Design System, Interaction Design, Rapid Prototyping, Responsive & Native Mobile Design, Wireframing, Visual Design, Marketing Design.
- **Research:** Accessibility Evaluation, Affinity Diagram, Card Sorting, Cognitive Walkthrough, Competitor Analysis, Contextual Inquiry, Ethnography, Focus Group, Heat Mapping, Heuristic Evaluation, Information Architecture, Persona Hypothesis, Quantitative Data Analysis, User Survey, Think Aloud Test, Usability Evaluation, User Interview.
- **Tools:** Adobe XD, Figma, Framer, Google Analytics, Github, Google AI Studio, Google Cloud Platform, Google Data Studio, DialogFlow, InVision, Medallia, Pendo, Power BI, Posthog, Sketch, Render, Tableau, Miro, Jira, Azure DevOps, Asana, Abstract, Photoshop, Adobe Creative Suite, LottieFiles, Balsamiq.
- **Development**: Asp.Net, Android, Assesmbly language, HTML, CSS, C,C++, D3.js, Javascript, SQL, Python.