



# Madhankumar D



## Product Design Lead

### Summary

Innovative and detail-oriented Product/UX Designer with 15+ years of experience crafting intuitive, user-centered digital products across web, mobile, and enterprise platforms. Proven track record in leading end-to-end design processes, from discovery to delivery, while collaborating closely with cross-functional teams.

### Professional Experience



#### Head of Design @ Novastrid IT Ventures, Chennai, India

Jan 2024 - Till Date

- Spearheaded the design strategy for IQVIA SaaS and enterprise products, improving usability and consistency across platforms
- Built and maintained a scalable design system in Figma
- Improved dashboard usability, reducing task time by 20%
- Collaborated with PMs and developers to ship 25+ high-impact features in domains



#### Lead Product Designer @ Novatab (formerly Plateron), Chennai

Jun 2021 - Dec 2023

- User Research: Understand workflows of waiters, chefs, managers, and customers
- Identify pain points in ordering, billing, kitchen coordination, delivery, and loyalty programs
- Create intuitive dashboards for POS/KDS, mobile apps for customers, and analytics tools for managers
- Championed accessibility, usability benchmarks, and UX metrics

### Other Related Experiences



#### Senior Product Designer @ Servion Global Solutions

Jun 2018 - Jun 2021



#### Senior UX Designer @ Sutherland Global Solutions

May 2016 - Jul 2018



#### UI/UX Designer @ Sulekha.com New Media Pvt Ltd

Sep 2013 - May 2016



#### UI Designer / Front End Developer @Icelabs

Dec 2011 - Sep 2013



#### Web Designer @Indicus Technologies

Apr 2009 - Dec 2011

### Certifications

Generative AI for UI/UX Design Specialization

ADGMS - Advance Diploma in Graphic Multimedia Suite, Chennai

Certification of UX/UI Beyond Mobile, handled by a community at IIT Madras

Certification in JavaScript and Angular – Credo Systems Velachery

Complete UX Fundamental - Udemy

📍 Chennai, India

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### Skills

- Product Design
- UX Design
- UI Design
- User Research
- Usability Testing
- Wireframing
- Prototyping
- Design Systems
- Accessibility (WCAG)
- Agile/Scrum
- Stakeholder Collaboration

### Tools & Technologies

- Figma
- Invision
- Jira
- Confluence
- Zeplin
- Adobe XD

### Other Skills

HTML, CSS, Javascript

### Languages

English

### Education

University of Madras,  
MCA

### Portfolio

[madodesignlabs.com](http://madodesignlabs.com)

### Social

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