Himani Madan

Senior UX Designer

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Work Experience

Insight

SENIOR UX DESIGNER & TEAM LEAD | SEP 2022-Present | (RALEIGH-REMOTE)

Starbucks - Led the UX strategy for the Store Management Module, focusing on an intuitive interface for engineers, SREs, and TPMs. Conducted extensive user research for simplicity and scalability. Implemented modular design for future expansion, emphasizing ease of use. Utilized rapid prototyping for optimization. Led cross-functional collaboration for seamless integration.

HealthTrust Performance Group- Served as the lead UI/UX designer, dedicated to enhancing the Member Portal Experience by presenting actionable data and analytics relevant to Member spending and potential cost savings. Key responsibilities included:

- Conducting comprehensive user research and prototyping to validate solution concepts.
- Worked in adherence to lean UX principles, fostering close collaboration with the product team to streamline processes and deliver user-centered solutions effectively.
- Creating low-fidelity wireframes, high-fidelity visual mocks, and interaction designs to guide the development process.
- Collaborating closely with development teams to ensure seamless alignment between UI/UX and design specifications.
- Implementing usability testing to gather feedback and iterate on design improvements.
- Analyzing user feedback and data metrics to inform design decisions and enhance user experience.

Wasp3D (Beehive Systems Pvt. Ltd)

PRODUCT CONSULTANT | DEC 2017--SEPT 2018 | (RALEIGH, USA (REMOTE)

- Worked on FIFA World Cup 2018 with Televisa, a Mexican multimedia company, to augment reality templates for match analysis. Provided design support, conducted needs finding, worked with Wasp3D's developers to implement their vision and do usability testing.
- Created training content to explain different product features.

PRODUCT DESIGNER | DEC 2014--NOV 2017 | (NOIDA, INDIA)

- Led design vision and helped to set product direction for Wasp3D financial module "FinWiz Client" and channel branding module "Nectar Client."
- Designed new features for Wasp3D's application "Drone Designer."
- Worked closely with product managers, developers, and CTO to enhance product features and meet business goals.
- Conducted user interviews with global clients to understand their pain points and convert those insights into product features.
- Researched product features of major competitors and created analysis report to help devise strategies.
- Conducted onsite product demos and product training for teams in broadcast TV stations, to gain understanding of issues users face with products.

Education

Kamala Nehru College, Delhi University

2003-2006

Bachelor of Arts (Advertising, Sales Promotion & Sales Management)

ICFAI University, India

2012-2013

Postgraduate classes in Marketing Management.

Certifications

Frameboxx ™

Certification in Graphic Design

Scrum Alliance

Certified Scrum Master & Certified Scrum Product Owner

Interaction Design Foundation (IDF)

Certifications in Design Thinking, HCI, Mobile UX Design, Usability Testing.

Skills

Design

Information Architecture, Interaction Design, User Research, Usability Testing, Wireframes, Task Flows, Competitive Analysis, Heuristic Analysis, Visual Design, Prototyping, Feature Prioritization Motion Design.

Design Tools

Adobe XD, Figma, Balsamic, Adobe Creative Suite, Invision, Miro and Mural.

- Represented Wasp3D at international trade shows for four years: CABSAT-Dubai, Broadcast Asia-Singapore, NAB-USA, IBC-Netherlands.

SENIOR DESIGNER |APR 2012--DEC 2014 | (NOIDA, INDIA)

- Worked on real-time graphic workflows, graphic creation, integrations, live graphics development, and live data integrations. Projects included interactive screens, elections, World Cups, network launches and re-branding.
- Studied design briefs, and determined clients' needs and problems to conceptualize winning visuals.
- Facilitated pre-sales and post-sales assistance.
- Allocated team member resources and guided them to final delivery.

DESIGNER |MAY 2011--MAR 2012 | (NOIDA, INDIA)

- Interacted with clients to ascertain needs and develop graphic layouts, concepts, and specifications for assigned projects.
- Provided clients with onsite product training.

Sterling Publishers Pvt. Ltd.

GRAPHIC DESIGNER | JUL 2008--MAR 2009 | (NEW DELHI, INDIA)

Designed books, covers, posters, catalogs, activity books, and stationery.