

MADHAVARAO PUKKALLA

Lead UX Designer | Senior UI/UX Designer | AI-Driven Design Specialist
10+ Years Experience

E-Commerce . Healthcare . SaaS Products . Gaming . Enterprise Software

+91 9000040276 |
pukkalla.madhavarao@gmail.com |
Bengaluru, Karnataka, India
Web: www.madhavarao.site

PROFESSIONAL SUMMARY

Lead & Senior UI/UX Designer with 10+ years of experience designing complex B2B, SaaS, and enterprise products across E-Commerce, Healthcare, and Gaming. Proven track record translating complex business requirements into intuitive, data-heavy interfaces including dashboards, tables, filters, multi-step workflows, and complex forms within established Figma design systems. Skilled in end-to-end UX practice: user research, usability testing, interaction design, and cross-functional collaboration with product managers, developers, directors, CEO's and board members.

WORK EXPERIENCE

Senior UI/UX Designer

GAMMASTACK | Jul 2025 - March 2026 (9 months) | Bengaluru, Karnataka, India . On-site

- Embraced the challenges of the gaming industry as a Senior UI/UX Designer, leveraging expertise to create engaging user experiences.
- Collaborated with diverse cross-functional teams to develop intuitive interfaces that resonate with gamers.
- Designed complex multi-step workflows and game-lobby interfaces for four concurrent gaming platform products working within an established Figma design system to maintain consistency across reusable components and interaction patterns.
- Focused on enhancing usability and aesthetics, ensuring products stand out in a competitive market.

Under Development Projects: [Betchief](#) | [StakeBoss](#) | [Standard Games](#) | [Sparkstream Games](#)

Freelance Consultant

Fiona Solutions (Self-Employed) | Mar 2025 - Jul 2025 (5 months) | Hyderabad, Telangana, India . Remote

- Specialized in complete branding services, focusing on logo design, UI/UX, and web development.
- Created visually appealing and functional designs for web platforms, ensuring cohesive brand identity.
- Elevated client engagement through innovative, tailored solutions.

Lead UX Designer

Avya Inventrax Pvt Ltd | Sep 2021 - Jan 2025 (3 years 5 months) | Hyderabad, Telangana, India . On-site

- Designed data-heavy interfaces for SKUBIQ WMS (SaaS) and Invebtrax product solutions including inventory dashboards, complex filter panels, comparison views, bulk-action tables, and multi-step order workflows serving warehouse operators managing thousands of SKUs daily.
- Conducted stakeholder interviews and usability testing sessions with warehouse and operations users, translating findings into iterative design improvements that aligned UX strategy with business objectives discussed directly with the CEO and Director.
- Directed high-level design strategies, ensuring quality and consistency across deliverables.
- Provided creative direction and mentored a team of designers, leading design projects from concept to execution.

Key Products: [SKUBIQ WMS \(SaaS\)](#) . [NeelKamal OMS](#) . [Pepsico OMS](#) . [InventraxOMS](#)

Senior UX Designer

Protos Healthcare Technologies | Jul 2019 - Aug 2021 (2 years 2 months) | Hyderabad, Telangana, India . On-site

- Designed complex B2B healthcare workflows for Skedoc — including appointment scheduling dashboards, patient data tables, and multi-step clinical forms — translating hospital operations requirements into intuitive, usability-tested interfaces.
- Conducted user research, usability testing, and iterative design reviews with clinicians and hospital, resolving and identified UX friction points across core product flows.
- Produced user flows, wireframes, and high-fidelity prototypes optimised for multiple devices, improving product usability across desktop and mobile contexts.
- Worked with Directors and cross-functional teams to drive UX strategies for new feature development, delivering design assets and documentation required for accurate developer implementation.

Key Products: [Skedoc \(Yashoda Hospital Health Care product\)](#)

UI/UX Designer

Prismsoft Technologies Inc | May 2017 - Jun 2019 (2 years 2 months) | Visakhapatnam, Andhra Pradesh, India . On-site

- Collaborated with teams to create a unified UI/UX vision and design strategies.
- Conducted user research, analysed feedback, and implemented UX improvements based on real user insights, resulting in improved user satisfaction scores across tested flows.
- Developed user personas, user stories, and sitemaps to establish a research-backed foundation for intuitive design decisions across Home Kitchen, Celebration, Rentals, and Mobile & Accessories product verticals.

Key Products: PickAny 24X7 (E-Commerce - Home Kitchen . Celebration . Bike & Car Rentals . Mobile & Accessories)

Graphic Designer

KR Digitals | May 2016 - Apr 2017 (1 year) | Srikakulam, Andhra Pradesh, India . On-site

- Conceptualized and developed design concepts, graphics, and layouts based on client briefs and brand guidelines.
- Designed and produced visual collateral, ensuring brand consistency across all mediums.
- Engaged directly with clients, presented design concepts, and incorporated feedback into final outputs.

CORE SKILLS & COMPETENCIES

- > User Experience (UX) Design
- > User Interface (UI) Design
- > AI-Driven Design
- > Design Systems & Standards
- > UX Strategy Development
- > User Research & Testing
- > Prototyping & Wireframing
- > User-Centered Design
- > Mentorship & Leadership
- > Responsive / Multi-Device Design
- > Cross-Functional Collaboration
- > Project Management
- > Problem-Solving Solutions
- > Color Theory & Typography
- > Video Concept Design
- > User Empathy & User Flows

TOOLS & TECHNOLOGIES

Design Tools

- > Figma
- > FigJam
- > Adobe Creative Suite
- > Adobe XD
- > Adobe Illustrator
- > Adobe Photoshop

AI Tools

- > Claude AI
- > ChatGPT
- > Whisk
- > DALL-E
- > Uizard
- > Google AI Studio
- > NotebookLM

Languages

- > English
- > Telugu (Native)
- > Hindi (Conversational)

Coding Knowledge

- > HTML . CSS . JavaScript
- > PHP . Angular . React
- > .NET . WordPress

EDUCATION

BSc Computer Science | CSJM University, Kanpur | 2009 - 2012

NOTABLE PROJECTS

SKUBIQ WMS

SaaS Warehouse Management System
(www.skubiq.com)

Inventrax Platform

Inventory & Operations System
(www.inventrax.com)

Skedoc

Yashoda Hospital Healthcare Product
(www.skedoc.com)

I hereby declare that the information provided above is true and correct to the best of my knowledge and belief.