MADHESWARAN R

AI Experience (UX) Designer | AI-Native Product Design & Design Systems

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Professional Summary

AI-focused Senior Product Designer with 10+ years of experience designing enterprise, SaaS, fintech, and platform products for global organizations. Specialized in AI-assisted product workflows, design systems, Salesforce Experience Cloud, and scalable UX architecture.Experienced in integrating AI tools such as Claude, ChatGPT, FigJam AI, and automation-driven workflows into product design and rapid prototyping processes. Creator of **Fluxa UI**, an AI-powered Figma plugin that generates scalable design system components(UI Kits) and accelerates UI production workflows.Strong expertise in enterprise UX, accessibility, data-heavy applications, and cross-functional collaboration with Product, Engineering, and Business teams across distributed global environments.

Core Skills

AI-Driven Product Design: AI-Assisted UX Workflows, Prompt Engineering for Design, Rapid Prototyping with AI, AI-Augmented Design Systems, Generative UI Workflows, UX Automation

Product Design: User Research, UX Strategy, Problem Framing, User Journeys, Wireframing, High-Fidelity UI, Prototyping, Usability Testing, Accessibility (WCAG)

Enterprise & Platforms: Salesforce Experience Cloud, Lightning Design System (LDS), Enterprise UX, Data-heavy Applications

Design Systems: Design Systems, Component Libraries, Tokens, Responsive Design

Tools: Figma, FigJam, Miro, Sketch, Adobe XD, Adobe Photoshop, Adobe Illustrator

AI in Design: ChatGPT (UX writing, ideation), FigJam AI, Notion AI

Collaboration: Agile/Scrum, Jira, Confluence, Stakeholder Management,Cross-functional Teams

Technical Collaboration: HTML, CSS, JavaScript, Webflow, Framer

Creator – Fluxa UI Plugin

Built and launched an AI-powered Figma plugin using Claude AI-assisted to generate scalable design system UI components, including typography systems, color tokens, accessibility-aware styles, and responsive variants, accelerating enterprise design workflows and UI production efficiency.
Website: Fluxa UI

Professional Experience

Art Director II (Senior Product Designer)

Publicis Sapient | Bangalore | May 2024 – Present

- Designing AI-powered enterprise products that help businesses streamline workflows, improve decision-making, and enhance user productivity.
- Owning the end-to-end product design process from understanding business requirements and defining product strategy to user flows, wireframes, high-fidelity UI, interactive prototypes, and developer handoff.
- Leading end-to-end product design for a large-scale Middle East real estate platform (**NEOM**) built on Salesforce Experience Cloud.

Professional Experience

- Collaborating closely with product managers, engineers, AI teams, and stakeholders to translate complex business problems into intuitive, scalable user experiences aligned with business goals.
- Leading the design and evolution of enterprise design systems to ensure consistency, accessibility, and scalability across multiple AI products.
- Improved design-to-development handoff efficiency by **~30%** through optimized Figma workflows and documentation.

Product Designer

Censa Next (WayCool Foods) | Bangalore | Apr 2022 – May 2024

- Led product design for **Outgrow**, an agricultural engagement platform serving large farmer communities.
- Achieved **40%** increase in user retention and **25%** reduction in bounce rate through research-driven UX improvements.
- Built and scaled a **design system**, improving UI consistency and accelerating feature delivery.
- Conducted usability testing and collaborated closely with engineering teams to deliver production-ready designs.
- 🏆 Quantic – Best Mobile App of the Year

Senior UI Designer

Lollypop Design Studio (Terralogic) | Chennai | Nov 2020 – Apr 2022

- Led UX and UI design for fintech **(Mosambee)** and mobile-first products.
- Defined visual direction using mood boards and design systems.
- Mentored junior designers and partnered with PMs and developers under tight timelines.

UI Designer

Tranxit Technologies | Chennai | May 2018 – Oct 2020

- Designed UI for cryptocurrency trading platforms and ride-hailing applications.
- Converted wireframes into high-fidelity, responsive interfaces across web and mobile.

UI Designer / Front-End Developer

Brainmagic Infotech Pvt. Ltd. | Chennai | Dec 2016 – Apr 2018

- Designed dashboards and marketing websites.
- Collaborated closely with developers using HTML/CSS and Bootstrap.

UI Designer / Front-End Developer

Rexon Technologies | Chennai | Sep 2015 – Dec 2016

- Built responsive eCommerce and marketing websites using Magento and WordPress.

Education

B.Tech – Information Technology

E.G.S. Pillay Engineering College | 2011 – 2015