MADHURI SATISH

PRODUCT DESIGNER

ABOUT

I'm a Product Designer with 6 years of experience translating complex user and business problems into simple, scalable digital experiences. In my current role, I operate as a hybrid Designer-Researcher-PM, leading initiatives from discovery to launch in high-velocity environments, delivering outcomes that improved adoption, retention, and competitive positioning.

CONTACT

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WORK EXPERIENCE

Loopio
Canada | Remote
Nov 2024 - Present

Product Designer III

- Designed two core **competitive AI features** that differentiated Loopio from its primary competitor, directly leading to new customer acquisition and contributing to **$80k in new business revenue.**
- Led **40+ customer interviews** and multiple **discovery workshops** with cross-functional teams across geographies.
- Partnered closely with Sales, Engineering, and PMM, to define roadmap priorities, and ensure **seamless Beta/GA rollouts** through targeted communication (emails, in-app guides,etc).
- Recorded **feature demos and vision walkthroughs** that were shared across the organization.
- **Built dashboards in Amplitude** to track post-release engagement, set success metrics, and influence iteration cycles.

Freelance
Bangalore
May 2024 - Oct 2024

UX Designer

- Delivered design solutions(UX strategy & MVP userflows) to 2 stealth mode startups.
- Mentored over **20 design aspirants** on ADPlist.

UST Global
Bangalore | Hybrid
Nov 2021 - Dec 2023

Senior UX Designer

- Led the design for Dell's Customer Solutions Group (CSG), defining the experience for multiple **B2B and B2C products.**
- Won **Dell's Bronze Award** for the MyDell Mobile app - an inventory management solution for SMBs.
- Delivered a concept redesign to Punjab National Bank (PNB) for their PNB One mobile app **leading to client conversion.**
- Redesigned the Network Asset Management (NAM) product for Subex, resulting in a significant **NPS improvement from 5 to 8.**

Propshare Capital

Bangalore | Hybrid

May 2020 - Oct 2021

UI-UX Designer

- Served as the sole designer, partnering closely with the founders and PM to design the website, mobile app, and sales & investment dashboards.
- Delivered solutions across operations, marketing, and investment workflows to streamline and elevate the investor experience.
- **Reduced investor onboarding time by 50%** by redesigning the end-to-end onboarding journey.

KredX

Bangalore | Remote

Jan 2020 - Apr 2020

Product Designer | Internship

- As the sole designer, led research to map end-to-end vendor and investor journeys, uncovering key pain points driving churn.
- Designed the **light-theme version of the KredX Invest** mobile app.

EDUCATION

Bachelor of Design

National Institute of Fashion Technology, Bangalore

2015 - 2019

Studied tangible and digital product design with a strong foundation in design principles and 2D/3D tools. Completed two internships in space and furniture design.

SKILLS

User Research	Interaction & Visual Design	Usability Testing
Stakeholder Alignment	Prototyping	Agile Methodologies
Mentorship & Design Critique	LLM-driven user flows	Product Discovery & Roadmapping

TOOLS

| Figma | Amplitude | Jira |
| Miro | Gainsight | Adobe Creative Suite |