

MADHAVARAO PUKKALLA

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

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

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PROFESSIONAL SUMMARY

Creative Lead UX Designer and AI-Driven Design Specialist with 10+ years of experience delivering innovative solutions across E-Commerce, Healthcare, SaaS, Gaming, and Enterprise Software. Proven ability to mentor cross-functional teams, align UX strategy with business goals, and leverage AI tools to craft cutting-edge user-centric experiences through research-driven design. Expert in design systems development, stakeholder collaboration, and driving intuitive digital products from concept to launch.

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.
- 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 - Feb 2025 (3 years 6 months) | Hyderabad, Telangana, India . On-site

- Collaborated directly with Director, CEO, and stakeholders to align design strategy with business objectives.
- Provided creative direction and mentored a team of designers, leading design projects from concept to execution.
- Established and maintained design standards and brand guidelines ensuring consistent visual identity across all projects.
- Directed high-level design strategies, ensuring quality and consistency across deliverables.
- Managed design budgets, allocated resources effectively, and optimized project timelines.
- Stayed updated on latest design trends and technology advancements to implement innovative solutions.

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

- Translated client product visions into user flows, wireframes, prototypes, and high-fidelity mockups.
- Designed wireframes, user journeys, and prototypes optimized for multiple devices, improving product usability.
- Conducted user research, testing, and iteration to refine designs and resolve UX challenges.
- Collaborated with Directors and cross-functional teams to drive UX strategies for core functions and new feature development.

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, analyzed feedback, and implemented UX improvements based on real user insights.
- Developed user personas, user stories, and sitemaps creating a solid foundation for intuitive design decisions.

- Designed and tested wireframes, mockups, and prototypes, resulting in improved user satisfaction.

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

Graphic Designer

KR Digital | 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.