Deepak Madhana Raj

Lead UX / Product Designer

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With 15+ years of diverse experience in UX/UI design, I specialize in crafting human-centered, scalable, and intuitive digital experiences across eCommerce, finance, aviation, and enterprise domains. I translate complex user needs into seamless interfaces that drive business impact-blending research, interaction design, prototyping, and usability testing with deep empathy for end users. I've had the opportunity to contribute meaningfully to the UX design for projects in PrideMobility365.com, USLBM, Qatar Airways, ManpowerGroup, US Bank, and PayPal.

Work Experience

Logixal Cloud Solutions, May 2024 – Present

Lead UX Designer

- Lead end-to-end UX for Commerce products.
- Conduct user research, build wireframes, and conduct usability tests to improve user satisfaction.
- Collaborate with cross-functional teams to align design with business goals.

  Key Projects:
- PrideMobility365.com: Streamlined complex quote and order workflows, crafted intuitive user flows, and enhanced accessibility for medical equipment providers across the U.S. and Canada.
- VTEX Internal eCommerce: Enhanced internal admin UX for managing catalog, order, and customer modules. Introduced reusable design components and simplified user tasks.

Mphasis, Mar 2021 – Mar 2022

Delivery Project Lead

- Led multiple UX initiatives from discovery to delivery.
- Created user journeys, personas, flows, IA, and visual mockups.
- Delivered prototypes that improved engagement and usability across enterprise applications.

  Key Projects:
- HP Printer: Designed a streamlined UX for print, copy, scan, fax, and network settings. Established clear information architecture for task grouping, enhanced icon clarity, and ensured accessibility and responsive touch interactions across printer control panels—tailored for small, medium, and large screen sizes.
- Lombard Asset Management: Designed a digital e-signing flow for quote and financing stages in the asset purchase journey.

Skills

Design

UI Design · Interaction Design · Design Thinking · Wireframing · Prototyping · User Research · Usability Testing · Information Architecture · Flow Chart · Visual Design · Responsive Design · Design Systems · Journey Mapping · Mind Maps

Design Tools

Figma · FigJam · Adobe Creative Suite · Axure · HTML/CSS · Javascript · Bootstrap · Visily.ai

Collaboration

Self Starter · Communicative · Detail-oriented · Team Player

Wipro Limited, Dec 2012 – Jun 2019

Technical Leader

- Designed UX/UI for global clients in banking, aviation, and staffing.
- Delivered responsive designs, native & hybrid app interfaces, and design systems.
- Onsite stints in the USA and Qatar (US Bank, Qatar Airways, ManpowerGroup) for requirement gathering.

  Key Projects:
- USLBM Portal: Designed Hybrid Mobile tracking app to track delivery of building materials.
- Dubai Customs – iDeclare App: Built intuitive UX for to declare personal goods while traveling to Dubai for fast baggage check.
- Manpower & Experis: Improved recruiter and job seeker flows, aligned designs to accessibility and brand consistency.
- Qatar Airways – Croamis Cargo System: Redesigned workflows for cargo booking and tracking.

PayPal, Sep 2006 – May 2012

User Interface Designer

- Created prototypes using HTML/CSS/JS for usability testing.
- Designed task flows, interaction design and wireframes for internal tools and marketing platforms.
- Worked onsite in San Jose to launch PayPal's Campaign Studio tool.
- Key Projects:
- Marketing Campaign Studio: Designed rule-based offers and Campaign management for PayPal website.
- Risk Platform Tools: Worked on internal tools for fraud/risk analysis dashboards and investigation flows.

Convergys, Oct 2004 – Sep 2006

Associate Web Designer

- Designed multimedia-rich e-learning courses for Microsoft and Cisco using Flash and Photoshop, while collaborating with instructional designers to structure engaging visual flows and storyboard effective learning paths.

Sify / ElementK, May 2003 – Sep 2004

Multimedia Developer / Graphic Designer

- Designed SCORM-compliant e-learning courses for Microsoft, Cisco, and Novartis by creating engaging visuals, UI elements, and animations. Simplified complex topics through clean layouts and interactive content to boost user engagement.

Education

Master of Science in Information Technology (2003 - 2005)
University of Madras

Human Factors International
Training on Usability Analyst

Learning

Courses on Udemy, Skillshare, and UXCEL

Avid reader of NNGroup, A List Apart, and Smashing Magazine