

Murali Mohan Modukuru

Senior Product Designer - UX/UI

Bengaluru, Karnataka, India

LinkedIn: www.linkedin.com/in/murali-mohan-modukuru

Portfolio: <http://muralisportfolio.in/>

Email: murali.modukuru@gmail.com

Mob: +91 7406871558



PROFESSIONAL SUMMARY

Senior Product Designer with 15+ years of experience across domains like **FinTech, EdTech, Life Sciences, E-commerce, and HRM**, Expert in designing enterprise and consumer products, with a strong foundation in visual storytelling, UX strategy, and data-driven design. Proven track record of translating complex workflows into intuitive, scalable, and user-centric experiences.

CORE SKILLS

UX & Product Design : User Research, User Flows, Wireframing, Prototyping, Usability Testing

UI & Visual Design : Design Systems, Responsive Design, Branding, Visual Design

Strategy & Thinking : Design Thinking, Problem Solving, Customer Journey Mapping

Data & Analytics : Dashboard Design, Data Visualization, Analytics Interpretation

AI Tools Worked : Google AI Studio, Figma Make AI, Bolt AI, Krea AI, Claude AI

Certifications

- [Foundations of User Experience \(UX\) Design by Coursera – Google](#)
- [Learning Design Thinking by LinkedIn Learning certificate](#)
- [Accessibility for Web Design by LinkedIn Learning certificate](#)
- [Conducting Remote UX Research Interviews by LinkedIn Learning certificate](#)
- [UX Foundations Accessibility by LinkedIn Learning certificate](#)

PROFESSIONAL EXPERIENCE

Creative Lead – Product UI/UX

Edrevel.ai (Remote) | Jun 2024 – Present

- Designed AI-powered learning platform for educators and institutes
- Built LMS dashboards and adaptive learning interfaces
- Created analytics & performance tracking systems
- Collaborated with AI & product teams to visualize insights
- Developed reusable UI components and design systems

Senior Experience Designer L2

Publicis Sapient | Jul 2022 – Aug 2023

- Led UX design for UPS logistics platform
- Simplified complex shipping and tracking workflows
- Delivered intuitive interfaces for both customers and business users

UX Architect

i-Exceed Technology Solutions | Jul 2016 – Jul 2022

- Led UX for **Appzillon Digital Banking Platform**
- Designed end-to-end digital banking experiences including onboarding, online banking, and financial dashboards. Worked with global banks like CitiBank, Barclays, Canara Bank, Ujjivan
- Ensured intuitive, user-friendly interfaces aligned with industry trends and UX best practices.

Principal Software Engineer (UI)

Spire.ai | Nov 2015 – Jul 2016

- Designed UX for AI-driven workforce intelligence platform
- Built dashboards for predictive insights and analytics
- Translated complex data into actionable UI experiences

Principal Software Engineer (UI)

Aris Global | Aug 2010 – Nov 2015

- Designed enterprise UX for life sciences & healthcare products
- Built intuitive interfaces for complex B2B workflows
- Gather user feedback to validate designs and improve them. Ensure accessibility standards in the life science and healthcare B2B context

Senior Web & Graphic Designer

Avigna IT Solutions | Jun 2006 – Aug 2010

- Designed websites and enterprise applications
- Improved usability, navigation, and responsiveness

Graphic / Brand Designer

Mira Events | Jun 2004 – May 2006

- Led branding and 360° campaign design
- Managed end-to-end creative execution

EDUCATION

B.Sc. in Electronics (KVR, KVR & MKR College – Khajipalem)
Acharya Nagarjuna University