

Madhura Sekar

Product Designer

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Experience



Razorpay / Product Designer

JUN 2020 - JUL 2022

- Led the design execution of new app features by conducting extensive user research, resulting in a 23% increase in user engagement and an 8% decrease in user drop-offs.
- Successfully launched the watch banking beta on Apple Watch to aid founders in making payouts on-the-go, resulting in increased app usage and customer satisfaction.
- Achieved a 10% increase in top-of-the-funnel sign-ups by running growth experiments on landing pages and optimizing UX design, resulting in a 5% increase in conversion rates.
- Developed a viral MVP referral and other reward programs to scale top and middle of the funnel, resulting in an increase in new user sign-ups and a significant increase in revenue from referrals.



VR Botz / UX Intern

JUN 2019 - AUG 2019

- Streamlined the manual process of a Home Servicing Agency in Germany by developing a user-friendly administrative dashboard and two intuitive apps for different user cases, resulting in successful implementation by the company for actual development purposes.



Reliance AJIO / Creative Design Intern

JUN 2017 - JUL 2017

- Boosted customer engagement by creating graphics for social media marketing campaigns across various platforms by brainstormed for new thematic representations, producing innovative content briefs and concepts.

Education



Parsons School of Design

AUG 2022 - MAY 2023

MPS in Digital Product Design (UX) | GPA 4.0



Cornell Tech

AUG 2022 - MAY 2023

Visiting student, Product Studio | GPA 4.0



PES University

AUG 2016 - MAY 2020

Bachelor in Design, Interaction Design
CGPA 9.81 (Graduated with honors)

Achievements

- Best product design, Razorpay Hackathon'21
- Ace in the race, Razorpay Performance Award
- Edison Award, Razorpay Performance Award
- CNR merit Scholarship (2018, 2019 & 2020)
- PR head of college cultural club

Skills

- Wireframing
- User Experience Design (UED)
- User Interface Design
- Prototyping
- Design Thinking
- Usability Testing
- Figma
- User-centered Design
- Visual Design
- Rapid Prototyping
- HTML, CSS & JS
- Growth Design