

MADHURI SATISH

PRODUCT DESIGNER

ABOUT

Product Designer with 6+ years of experience owning design direction for complex products across B2B, B2C, enterprise, and fintech. I partner closely with Product, Business, and Engineering teams across the full lifecycle, from discovery & research to strategy, design, validation, & launch. I combine qualitative & quantitative data with systems thinking to drive decisions, while using AI tools to pressure-test ideas.

CONTACT

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 [Linkedin](#)

WORK EXPERIENCE

Loopio

Canada | Remote

Nov 2024 - Aug 2026

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 **\$150k in new business revenue**.
- Led **40+ customer interviews** and multiple **discovery workshops** with cross-functional teams across geographies.
- Partnered closely with GTM, CS, 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 and analyzed dashboards in Amplitude** to track post-release engagement.
- Served on interview panels for Product Designer II and Design Manager roles, **evaluating 15+ candidates**.

Freelance

Bangalore

Apr 2024 - Oct 2024

UX Designer | Design Mentor | Teaching Volunteer

- Delivered design solutions (UX strategy & MVP userflows) to 2 stealth mode startups.
- Mentored over **20 design aspirants** via ADPlist & LinkedIn.
- Volunteered with U&I, teaching English to children aged 12-16.

UST Global

Bangalore | Hybrid

Nov 2021 - Dec 2023

Senior UX Designer

- Led design for Dell's Customer Solutions Group (CSG) across multiple B2B and B2C products. Won **Dell's Bronze Award** for the MyDell Mobile app.
- **Mentored junior designers and interns** across project execution, user research, and workshop facilitation
- Redesigned Subex's Network Asset Management (NAM) product, 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 for a fintech investment platform, partnering directly with founders and PM to design the website and mobile app for a product handling real investor capital.
- Designed experiences across operations, marketing, and investment workflows, balancing business goals with investor trust and ease of use.
- **Reduced investor onboarding time by 50%** by redesigning the end-to-end onboarding journey, improving conversion on a high-stakes financial action.

KredX

Bangalore | Remote
Jan 2020 - Apr 2020

Product Designer | Internship

- As the sole designer on a fintech invoice-discounting platform, led research to **map end-to-end customer 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
Stakeholder Alignment
Mentorship & Design Critique

Interaction Design
Prototyping
Visual Design

Usability Testing
Cross-functional Partnership
Systems Thinking

TOOLS

Figma
Miro
Cursor

Figma Make
Amplitude
Gainsight

Claude Code
Adobe Creative Suite
Jira