

# Madhuri Maram

User Experience Designer with 12 years of working with Fortune 50 companies, startups and SMBs, across 10+ domains.

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## Employment

### Lead Product Designer & Co-Founder

UX LABS – IND, SG  
APR 2022 – PRESENT

Designed and launched new business models in consulting and services to deliver concepts & design MVPS with Sprint Methodology. For the fields of SAAS, No-Code, Education, Health-Tech and AI.

Clients: Lendingkart, Dover Enterprise, CapriGlobal, Ken42, Growth School, Interleap AI and 5+ more clients

\$0.3m revenue so far

### Head of Products & Co-Founder

NOCOLOCO – IND  
JUN 2019 – PRESENT

Built India's first No-Code agency with new productised business models around No-Code consulting and services. Launched multiple content efforts to build top-of the funnel flow. Nocoloco was featured as the first Framer agency from Asia.

Clients: Framer, Plum Insurance, Finverse, Basis, TradingLeagues, Dive, Townhall and 10+ more.

### Product Designer & Co-Founder

XPERIAN SCHOOL – IND  
DEC 2017 – PRESENT

Building a design and product school via design-led Maker's Ecosystem from scratch for India.

Oversaw the launch of 30+ Cohorts and workshops for designers to learn product design and more. Built top of the funnel experiments, products, design content efforts from ideation to Market.

10,000+ students \$0.7m/yr revenue 40+ cohorts

### User Experience Designer & User Interface Designer

OGHMA DESIGN – IND  
NOV 2012 – MAR 2018

Part of a 17 member team. Worked on 45+ projects for Fortune 100 clients with activities in Primary & Secondary Research, User Experience Design, Information Design, Interaction Design, User Interface Design.

Clients: Amazon, Philips, Isha Foundation, Essilor, IDFC First Bank, Vodafone and 20 more clients

## Education

### B.Tech. Multimedia

JNTU, HYD  
2008-2012

Graduated with a focus on Illustration and Mixed Media Arts. Ran a team of 5 to deliver projects while finishing up studies.

Freelance Clients: Department of Agriculture, Government of Karnataka, Bajaj Pulsar, Movie Posters Tollywood Movies, Dcube and 5+ more clients