

SAI CHARAN REDDY MADDUR

Product & UI/UX Designer | Design Systems | AI-Assisted Front-End Development

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PROFILE

Product and UI/UX Designer with hands-on experience creating design systems, interfaces and prototypes for web and mobile, and designing UI for robot screens. Covers the full journey from user research, flows and wireframes to high-fidelity UI in Figma, then builds responsive, interactive websites with AI-assisted development and ships them live. Brings a strong visual foundation from logo systems and brand identities, which keeps products consistent from brand to component.

EXPERIENCE

Freelance Product Designer & Developer | Self-employed 2026 – Present

- Design and develop websites, apps and games for clients, from discovery and wireframes to a live, responsive build.
- Use AI-assisted development (Claude, Antigravity) to move quickly from Figma designs to production sites deployed on Vercel.

Visual Designer | Vedya Labs Pvt Ltd 2026

- Designed and built the company website presenting Vedya's AI adoption services ([live site](#)).
- Designed user interfaces for the company's robot screens, focusing on clear, readable, at-a-glance layouts.
- Created posters and marketing visuals in line with the company's brand.

UI/UX Trainee | KIT Skill Hub 2025 – 2026

- Created interfaces, design systems and interactive prototypes for web and mobile products in Figma.
- Built reusable components and styles (colour, typography, spacing) to keep screens consistent and speed up design work.

SELECTED PROJECTS

MediFlow: Healthcare Workflow Platform | Product Designer & Developer 2025 • Live

- Designed and built a web platform that streamlines healthcare workflows, from user flows and UI design to a responsive live build.
- Used a consistent set of components and styles to keep data-heavy screens clear and easy to scan.

OYE: Own Your Edge | UI Designer & Developer 2025 • Live

- Designed and developed a luxury fashion e-commerce website with a premium visual style and a smooth browsing experience.

Personal Portfolio | Designer & Developer 2026 • Live

- Designed and built a motion-rich, responsive portfolio showcasing work, process and skills; deployed on Vercel.

Memento: Voice-Integrated Reminder App | UI/UX Designer Case study

- Designed a reminder app using familiar voice cues; created user flows, wireframes and interactive prototypes in Figma.
- Applied accessibility and emotional design principles; usability testing with users returned positive feedback.

Brand Identity Work | Graphic Designer

- Logos and visual identities for Pocket Pilot (finance app), Cogni-pad (mobile app) and Grand Tea Adda (café); business cards for Lunexo; full event branding for a corporate conference (invites, posters, standees, stage screens).

SKILLS & TOOLS

Design Systems	Component libraries, variants & auto layout, design tokens, style guides, accessibility, documentation
UX & UI	User research, user flows, wireframing, prototyping, interaction design, usability testing, responsive UI
Development	HTML, CSS, front-end development, web animation, AI-assisted development, rapid prototyping
Tools	Figma, Framer, Adobe Illustrator, Photoshop, InDesign, Miro, Notion, Claude, Antigravity, Vercel

EDUCATION & CERTIFICATIONS

B.Tech, Malla Reddy University, Hyderabad (2021 – 2025) • **Intermediate (MPC)**, Sri Chaitanya Junior College (2019 – 2021)

Certifications: Cambridge English Empower (B2), Cambridge University; Google Slides, Coursera • **Languages:** English, Telugu, Hindi