Madhu Kiran Bellamkonda

Senior User Experience & Product Designer
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EXECUTIVE PROFILE

Senior User Experience & Product Designer specialising in enterprise software, SaaS platforms, AI-powered products and digital transformation programmes across the UK, Europe and the Middle East. Experienced leading end-to-end product design from discovery, research and information architecture through interaction design, high-fidelity UI, prototyping and engineering hand-off. Known for partnering with Product Managers, Engineers and senior stakeholders to solve complex business problems through evidence-based, human-centred design. Passionate about building data-driven design cultures by combining qualitative research, quantitative insights, benchmarking and usability metrics to inform product decisions and demonstrate business value. Currently studying Human–Computer Interaction (HCI) for AI Systems Design at the University of Cambridge (Online).

CORE EXPERTISE

UX Strategy • Product Design • Human-Centred Design • AI Experience Design

Information Architecture • Interaction Design • User Research • Journey Mapping

Design Systems • Accessibility • Service Design • Workshop Facilitation

Evidence-based Design • Benchmarking • UX Metrics • Agile Delivery

Stakeholder Management • Cross-functional Leadership • Mentoring

TOOLS

Figma • Figma AI • Axure RP • Sketch • Adobe XD • Photoshop • Illustrator • Jira • Confluence • InVision

FEATURED PROJECTS

Enterprise Travel Platform – The Atcore Group

- Led UX strategy and end-to-end design for enterprise travel reservation platforms used across Europe and North America.
- Modernised complex legacy products into scalable, responsive experiences using design systems and reusable components.

- Facilitated discovery workshops and collaborated closely with Product Owners, Business Analysts and Engineering.
- Defined UX success criteria, validated concepts through usability testing and used customer feedback to guide iterative improvements.
- Benchmarked redesigned workflows against legacy experiences to support evidence-based product decisions.

AI Infrastructure Monitoring Platform (Figma AI)

- Designed an AI-powered infrastructure monitoring concept using Figma AI.
- Created intelligent dashboards, predictive monitoring workflows and AI-assisted incident investigation journeys.
- Developed reusable AI interaction patterns for enterprise operations.
- Worked with stakeholders to refine concepts through structured reviews and scenario-based validation.
- Established measurable UX objectives and aligned design outcomes with operational and business goals.

PROFESSIONAL EXPERIENCE

Senior User Experience & Product Designer | The Atcore Group | 2019–Present

Senior User Experience Designer | Amit Bangre Consulting Ltd | 2019

Senior User Experience Designer | NetEnrich Inc | 2009–2019

Senior Designer / GUI Lead | Mediahub FZ LLC | 2006–2008

Earlier career | Firstlight FZ LLC • Netlink LLC • Orange Bytes • Fineworks/Etiam • Graham Information Systems • Edit Systems

DATA-DRIVEN DESIGN LEADERSHIP

- Champion evidence-based design using qualitative research, quantitative insights and stakeholder feedback.
- Define UX success metrics before design activities commence.
- Benchmark new experiences against existing workflows to measure improvement.
- Translate research findings into prioritised product enhancements aligned with business objectives.
- Present evidence-based recommendations to senior stakeholders to influence product direction.

EDUCATION & PROFESSIONAL DEVELOPMENT



- University of Cambridge (Online) – Human–Computer Interaction (HCI) for AI Systems Design
- Bachelor of Science (Computer Science) – Nagarjuna University
- Post Graduate Diploma in Computer Applications
- Advanced Diploma in Multimedia
- Basic Disclosure Certificate (United Kingdom)

SELECTED ACHIEVEMENTS

- Led enterprise UX initiatives across SaaS, travel technology, IT operations and digital transformation programmes.
- Designed AI-powered enterprise monitoring experiences using Figma AI.
- Built scalable design systems and reusable component libraries.
- Partnered with multidisciplinary teams across the UK, Europe, UAE and India.
- Advocate for measurable, user-centred design aligned with business outcomes.