

Madhura G. Prabhu

Senior Product Designer | B2B SaaS & AI-Powered Experiences | Amazon

Portfolio

LinkedIn

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Dublin, Ireland

No sponsorship required

WORK EXPERIENCE

Senior UX Designer / Amazon Benefits Experience & Tech

JAN 2024 - PRESENT | FULL-TIME | DUBLIN

- Defined experience strategy for a benefits platform serving 1M+ employees across three user segments (employees, dependents, HR admins).
- Ran user interviews and stakeholder workshops to build customer intuition, then advocated for those needs in trade-off and sequencing decisions.
- Owned design from vision through prototyping, testing, and polished execution. Raised the quality bar for accessible, cohesive workflows.
- Aligned product, engineering, and legal through clear storytelling and decision framing. Cut iteration cycles through structured design reviews.

Lead Product Designer / Piqsal

JUN 2024 - MAR 2025 | FREELANCE | DUBLIN

- Designed end-to-end UX for a B2B SaaS video personalisation platform. Integrated generative AI into sales and outreach workflows.
- Built the information architecture and core user journeys for three customer segments (solo users, teams, enterprise).
- Designed multi-channel campaign workflows across LinkedIn, email, and CRM. Translated customer insight into product direction.
- Sole designer on the team. Influenced product strategy with autonomy and shipped with confidence.

Senior UX Designer / Amazon Appstore

JUL 2023 - DEC 2023 | FULL-TIME | BANGALORE, INDIA

- Redesigned Fire TV and tablet journeys for interaction design and accessibility. Shipped improvements reaching tens of millions of users globally.

Senior Visual Designer / Amazon Advertising

DEC 2020 - JUN 2023 | FULL-TIME | BANGALORE, INDIA

- Owned UI/UX for B2B advertising tools across segments (self-service SMBs to managed enterprise accounts).
- Built design system components adopted across 4+ surfaces. Mentored junior designers through critique and raised the execution bar.

Graphic Designer / Tata Elxsi Limited

MAR 2019 - DEC 2020 | FULL-TIME | BANGALORE, INDIA

- Delivered UX for enterprise and B2B clients. Ran usability testing and turned insights into design improvements.

KEY IMPACT

Dependent Eligibility UX

Reduced ineligible enrolments by ~60%

Projected savings: \$27M-\$51M/yr

GenAI Support Workflows

Reduced cognitive load by 30%

500k+ to 350k calls

OpEx savings: ~\$4.75M/yr

EDUCATION

Masters in Design

University of the Arts London

Bachelors in Design

University of Manipal

DESIGN EXPERTISE

B2B SaaS & Enterprise Design, AI-Powered Workflows & Agentic UX, Interaction Design, Design Systems & Accessibility (WCAG), Multi-Segment Scalable Experiences, Customer Research

TOOLS & METHODS

Figma (incl. Figma Make), Claude, Gemini, Adobe CC, Jira, Miro, Rapid Prototyping, User Research, Journey Mapping, Usability Testing

AWARDS

Speaker, Amazon Design Conflux

ADPList Mentor

Winner, Visual Brand Design, Domus Academy Milan