MADONNA THOMAS

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PROFESSIONAL SUMMARY

With 10 years of experience, I am a Design Researcher and Lead with extensive experience in leading end-to-end enterprise projects such as Marketing Dashboards, Supply Chain Management, Revenue Growth Management (RGM) across Tableau, PowerBi and React JS platforms. I have a portfolio showcasing 15+ clients across consumer brands, Finance and Tech industry. I have conducted 25+ workshops and am a Coursera instructor.

I am passionate about building relationships across various types and levels of stakeholders (Executives, Product Owners, Data Engineers, domain experts), and facilitating learning opportunities amongst the team. My main objective is to drive the convergence of business strategy, technological innovation, and user-centric design to deliver meaningful, high-impact products.

SKILLS

- Strategic Thinking
- Design Leadership
- Design Research Methodology (In Person + Digital)
- UX Design
- User Testing
- Business Development and Scoping

EDUCATION

University of Colorado
Master of Urban Design
Colorado, USA • 05/2014

Sathyabama University
Bachelor of Architecture
Chennai, India • 05/2013

OTHER QUALIFICATIONS

- Uprise leadership program, Design UP, 2021
- Currently pursuing a certification in Bodynamics™, a psychosomatic therapy module
- Sound Meditation practitioner

WORK HISTORY

Fractal Analytics – **Senior Design Consultant**
Remote • 01/2020 - Current
- Established a reputation for excellence with clients due to consistent high-quality work output increasing engagement opportunities by 3x with clients across North America, Europe and APAC.
- Led a team of 6 UX designers in Consumer Product Goods (CPG) and Tech sector, being the liaison between the Engineering, Business and Design verticals, to align on methodology, scope, feasibility, dependencies and deliverables.
- Led multiple in person and digital user immersions and workshops with CXOs, Managers and analysts to understand contextual needs, stakeholder dynamics and user insights.
- Created a mentor – mentee program and curated 8 sessions over a year to aid designers in the team to understand their strengths, develop confidence through a series of activities and work sessions.
- Built a design system with developers for a multi-national corporation to help them embrace a consistent visual language across their enterprise solutions for both Power Bi and React JS to decrease development timelines by 15%.
- Incorporated checkpoints with Figma in the current process with internal tech team for successful translation between design and development.

Future Factory LLP - **Assistant Lead, Research and Strategy**
Mumbai, India • 04/2017 - 12/2019
- Interviewed over 500 respondents through Qualitative (Contextual inquiry, Concept testing) and Quantitative methodology (numerical analysis) across 10+ cities
- Facilitated development of research methodologies, led a team of 3+ researchers and managed on-field recruitment with agencies.
- Enhanced team productivity by 20% through implementing efficient workflow processes and conducting skill-building sessions.

Citizen, Consumer and Civic Action Group - **Researcher**
Chennai, India • 06/2015 - 02/2017
- Facilitated participatory methods of research by working with communities (over 50 people) and local government on urban transport issues.
- Co-authored articles and research reports on urban sanitation, transport and waste management issues, including reports for the Economic and Political Weekly, and World Resource Institute.

Chennai Data Portal (Greater Chennai Corporation) - **Researcher**
Chennai, India • 11/2014 - 05/2015
- Created data methodology and trained Government officials and citizens (>200) to crowdsource data for the city of Chennai through mobile surveys for a dashboard.
- Created and led data collection efforts with City Engineers (50+) from the Greater Chennai Corporation for asset data collection and management.