

Madhuri Hebbal

Senior Product Designer | Dallas, TX

EXPERIENCE

McAfee LLC Senior Product Designer | Dallas, TX | Aug '19 - Present

- Leading design for McAfee's Digital security solution, McAfee Protection Center with a focus on its Privacy Protection offerings
- Played a key-role in conceptualizing, designing, and launching multiple products and features such as McAfee Anti-tracker, McAfee Small Business and, McAfee Sub Accounts for McAfee's newly introduced Family based offerings
- Crafted complex experiences across these projects starting from discovery, IA mapping, lo-fi wireframes, and high-level concepts, all the way to user flows, high-fidelity prototypes, screen layouts, and interaction design.
- Closely collaborated with leads & peers across Product, Engineering, Content, etc. to clarify requirements & constraints, drive alignment around proposed solutions, remove blockers, and assist with MVP & release strategy
- Consistently promoted to new levels of responsibility, including managing and mentoring new designers.

Omniupdate Inc UX Designer | Camarillo, CA | Nov '18 - Aug '19

- Drove design as a lead IC for Omniupdate's OUCampus, a web content management system. Improved key workflows informed by data, established a modern visual design system, and prioritized inclusion. Transitioned product team to Agile. Ensured design consistency and quality through QA support.

Red Panda Studios Game UX Design Intern | San Francisco, CA | Mar '16 - Sept '17

- Founding designer, helped facilitate between UX and Game designing for a homegrown video game.

Seasun Games UX Design Intern | Redwood City, CA | Aug '15 - Mar '16

- Led the design efforts as a part of the UX re-haul of Seasun's video editor tool Sword Three(JX3).

GoSiter Technologies UX Designer | India | Nov '10 - Jun '14

- Led the design efforts on GoSiterU, a content management system tool.

Tata Consultancy Services Full-Stack Developer | India | Nov '10 - Jun '14

- Developed web applications for Banking companies (AmEx, HNB).

EDUCATION

● MS in Digital Arts (User Experience Major)

International Technological University
San Jose, CA | Dec '18

● BS in Computer & Information Sciences

VTU | India | Jun '11

SKILLS

Product Strategy
Product Design
User Research
Design Systems
Design Ops
Conversion Centered Design

PORTFOLIO

www.madhurihebbal.com

CONTACT

madhuri.hebbal@gmail.com

669-278-5527

[LinkedIn/madhurihebbal](https://www.linkedin.com/in/madhurihebbal)