

Murali Madhav G

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Profile

Staff Product Designer | UX Strategy & Design Leadership | Enterprise Product Design | Design Systems
| B2B Products | 20 Years of Experience | CUA™

Summary

I'm a Staff Product Designer and UX leader with 20 years of experience designing complex digital and enterprise products. My work sits at the intersection of user experience, product strategy, business goals and technology. I specialize in simplifying complex workflows, understanding user needs and translating challenging business and technical problems into intuitive, scalable product experiences.

Over my career, I've worked on enterprise software across industrial, manufacturing, data, analytics and HMI/SCADA domains. I have led end-to-end UX initiatives from design thinking and user research through information architecture, interaction design, prototyping, usability validation and final product delivery. As a primary designer, I have worked directly with customers and users to understand their workflows, identify pain points and define solutions based on research and real-world usage.

My experience includes:

- Enterprise Product Design & UX Strategy
- User Research & Design Thinking
- Complex Workflow & Interaction Design
- Design Systems & Cross-Product UX
- Data, Analytics & AI/ML Experiences
- B2B / Enterprise Software
- Information Architecture & Prototyping
- Usability Testing & Validation
- Customer & Stakeholder Collaboration
- Design Leadership & Mentoring

At GE Digital, my role as a Staff Product Designer is to work across multiple Proficy products like Historian, CSense, Plant Applications, CIMPLICITY and iFIX. One of my significant leadership contributions was leading the Proficy design-system initiative across these products, working with other designers to establish a shared design language, reusable patterns and a more consistent UX across a complex enterprise product ecosystem.

My Role includes redefining complex configuration and analytics workflows in Historian, simplifying operator experiences in Plant Applications, and designing end-to-end experiences for industrial analytics and AI/ML capabilities.

My work has also been recognized through multiple awards for UX, customer focus, innovation, creativity and impact during my career. I hold the Certified Usability Analyst (CUA™) credential from Human Factors International and have completed programs including IBM Enterprise Design Thinking and UX Management: Strategy & Tactics.

I believe great product design is not simply about creating interfaces. It is about understanding the problem deeply, creating clarity from complexity, and building experiences that deliver value for both users and the business.

Professional Experience

GE Digital, **Staff User Experience Designer**, July, 2021 – Present

- Lead end-to-end UX and product design across multiple Proficy enterprise products, including Historian, CSense, Plant Applications, CIMPLICITY and iFIX, addressing complex industrial, manufacturing, data, analytics and HMI/ SCADA workflows.
- Drive the design-thinking and user-centered design process from user research and requirements discovery through problem definition, information architecture, interaction design, prototyping, usability validation and final product delivery.
- Work directly with customers and users to understand real-world workflows, identify pain points and uncover opportunities for product and experience improvements, translating research insights into practical design solutions.
- Redesigned complex Proficy Historian experiences, including configuration workflows and data analytics logs, simplifying interactions and improving the overall usability of data-centric enterprise workflows.
- Redesigned the operator experience in Proficy Plant Applications, simplifying complex manufacturing workflows and creating a more intuitive experience based on user research and direct interaction with operators.
- Led the Proficy design-system initiative across multiple products, collaborating with other designers to establish a shared design language, reusable patterns and scalable interaction solutions that create greater consistency across the enterprise product ecosystem.
- Partner closely with product managers, engineers, domain experts and customers to translate complex technical and business requirements into intuitive, scalable product experiences

Accenture, **UX Associate Manager**, December, 2018 – June 2021 (2years 7 months)

- Led a UX team of 5 designers, managing project assignments, design priorities and delivery across multiple enterprise and internal product initiatives.
- Worked directly with clients, customers and users to understand business needs, user workflows and pain points through user interviews, research and stakeholder interactions.
- Led UX strategy and design-thinking workshops, helping teams frame complex problems, identify opportunities and translate insights into actionable product and experience solutions.
- Conducted and facilitated design reviews, providing UX direction, ensuring design quality and maintaining consistency across projects and teams.

- Mentored designers and supported their professional development through regular design feedback, reviews, coaching and knowledge sharing.
- Helped redefine and establish an internal UX design system, creating reusable patterns and improving consistency and scalability across enterprise and internal tools.
- Partnered with business stakeholders, clients, product teams and engineering teams to translate complex requirements into user-centered, practical product experiences.

Capgemini, **UX Specialist**, May, 2017 – Dec, 2018 (1 year 8 months)

Client: Microsoft

- Worked as the primary UX designer for an internal learning and employee experience tool used by Microsoft employees.
- Designed and refined user flows and interaction experiences, translating internal requirements into clear and intuitive workflows.
- Worked independently across the design process, focusing on simplifying navigation and creating practical user experiences for internal users.
- Collaborated with stakeholders to understand requirements and translate them into usable interface and workflow solutions

CA Technologies, **Senior UX/UI Designer**, September 2012 – March, 2017(4 years, 7 months)

- Designed enterprise software experiences with a strong focus on user centered design, creative problem solving and intuitive interaction patterns for complex product and business requirements.
- Designed a gamified learning application, transforming a traditional learning experience into a more engaging and interactive product experience through creative UX and gamification concepts.
- Applied design thinking and out-of-the-box problem solving to explore new ways of improving user engagement and simplifying complex experiences.
- Collaborated with product, engineering and business stakeholders to translate requirements into practical and innovative UX solutions.
- Contributed to multiple creative UX initiatives that were recognized through organizational awards for creativity, innovation and going beyond expectations.
- Received recognition including the APJ Mission DNA Award – Creative and multiple Above and Beyond awards for contributions to UX and innovative design.

ValueLabs, **UI Module Lead**, July, 2006 – August, 2012 (6 years, 2 months)

- Started as a UX Designer and progressed to leading a team of 8 designers, supporting multiple client-facing projects across websites and enterprise software applications.
- Led UX activities including user research, user-flow definition, interaction design and end-to-end experience design, translating client requirements into practical user-centered solutions.
- Conducted design reviews and provided UX direction and feedback across projects, helping maintain design quality and consistency within the team.
- Collaborated directly with clients and cross-functional teams to understand requirements, identify user needs and deliver effective digital experiences.

Education

Certified Usability Analyst – CUA

Human Factors International

- User Experience Foundations
- User-Centered Analysis and Conceptual Design
- The Science and Art of Effective Web and Application Design
- Practical Usability Testing

Advanced Diploma in Multimedia

Arena Multimedia Institute, Hyderabad

Bachelors of Computer Applications

Masterji Degree & PG College, Kakatiya University, Warangal.

Key Certifications

Human Computer Interaction - HCI, 2018

Interaction Design Foundation

[See Certificate](#)

Web Design for Usability, 2017

Interaction Design Foundation

[See Certificate](#)

Certified Usability Analyst – CUA, 2017

Human Factors International

[See Certificate](#)

Key Achievements

Customer Focus – May 2022

Honor for being proactively taking UX measures for a successful product release of a customer.

APJ DNA Awards, Being Creative – February 2017

Honor for Being Creative in the APJ Region for developing an innovation project Quick Bite.

Quick Bite

A web and mobile application which enables the end customers, partners and internal employees to test Their CA product knowledge before appearing for Proven Professional Exams. Application is designed in a responsive manner to support usage from different devices.

Education University: Steering Committee Member for the Education University Project.

An initiative dedicated to CA employee's development by providing relevant education with career specific curriculum. Each curriculum is designed to meet their individual career aspirations while Remaining aligned to the organization's mission and goals.

Above and Beyond – October, 2015

Excellence in providing quality work and consistently working on new challenges.

Above and Beyond – June, 2015

for the outstanding contribution in the field of User Experience.

Above and Beyond – November, 2014

for the outstanding contribution in the field of Design and Development

Amazing Team Spirit– November, 2014

Excellence in delivering quality work while working from home for a personal exigency.

Above and Beyond– February, 2014

For the outstanding contribution in the field of Research and Development.