VENU MATHUKUMALLI

Senior Product Designer (UX/UI)

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PROFESSIONAL SUMMARY

Senior Product Designer with 20+ years across visual, UX, and product design, including 15+ enterprise applications. Combines hands-on UX/UI craft with leadership of 10+ designers across a globally distributed team. Designs end to end, from discovery and research through interaction design, prototyping, usability testing, design systems, and engineering handoff. Work includes a self-service platform that contributed to 196% account revenue growth and a digital enrollment platform with 8,000+ policies bound in its first three days.

CORE COMPETENCIES

Product and UX: Discovery, user research, journey mapping, information architecture, interaction design, user flows, wireframing, usability testing, qualitative and quantitative research

UI and systems: High-fidelity UI, interactive prototyping, design systems, component libraries, responsive and mobile-first design, accessibility, WCAG-aligned design

Product delivery and leadership: Consumer and business products (B2C and B2B), enterprise applications, web and mobile experiences, cross-functional collaboration, Agile/Scrum, engineering handoff, team leadership and mentoring.

AI-assisted design: Research synthesis, ideation, rapid prototyping, human-in-the-loop UX, AI trust and transparency

Tools: Figma, Figma Make, Miro, UserTesting, ProtoPie, Adobe Creative Suite, Jira, AEM, Lovable, Claude

PROFESSIONAL EXPERIENCE

MARSH | Phoenix, AZ | Nov 2017 – Aug 2026

Senior UX Designer / Lead UX Designer

- Owned end-to-end UX and product design across 15+ enterprise applications, including dashboards, self-service platforms, internal tools, and complex workflows. Translated user and business needs into journey maps, information architecture, user flows, prototypes, high-fidelity UI, and engineering specifications.
- Led and mentored 10+ designers across a globally distributed team while remaining hands-on in discovery, design, prototyping, and delivery.
- Transformed a 110-question application managed through spreadsheets and email into a real-time self-service portal for approximately 700 housing providers. The work contributed to 196% account revenue growth, from $0.49M to $1.43M, and reduced reliance on manual support.
- Designed digital enrollment, renewal, payment, and self-service workflows for 18,300 insurance agents. The platform bound 2,900+ policies on day one and 8,000+ within three days, with an estimated $1M in added annual commission revenue.
- Led design for a global application, translating country-specific requirements into guided workflows, dynamic questions, conditional pages, and market-aware content.
- Created 75+ proofs of concept (POCs) and interactive prototypes for executive and new-business discussions, turning ambiguous requirements into tangible experiences that supported alignment and product decisions.

MARSH | Continued

- Applied AI-assisted workflows to synthesize interviews and surveys, explore concepts, and create interactive prototypes for user testing.
- Contributed reusable components, UX patterns, templates, and guidelines to shared design systems. Ran usability testing and used qualitative and quantitative feedback to improve workflows.
- Partnered with product managers and engineers in Agile/Scrum teams to clarify requirements, resolve interaction details, and carry designs through implementation.

INVESTIS DIGITAL / IDX | Phoenix, AZ | Apr 2016 – Oct 2017

Interface Designer

- Designed responsive website interfaces, wireframes, reusable page templates, and digital experiences for corporate clients, creating repeatable UI foundations that improved consistency across client-facing web projects.
- Partnered with engineering, creative, strategy, and business teams to translate requirements and brand direction into production-ready website experiences, marketing collateral, and executive presentations.
- Created sales and pitch presentations that translated complex strategy and messaging into clear visual narratives supporting business-development conversations.

iCROSSING, A HEARST COMPANY | Scottsdale, AZ | Dec 2005 – Jan 2016

GUI Designer

- Designed websites, digital experiences, and campaign creative for consumer and corporate brands, combining visual design, brand storytelling, and interaction design.
- Designed 300+ executive, new-business, and client presentations, translating strategy, research, data, and campaign concepts into clear visual narratives.
- Built and evolved the company's visual identity across digital, print, presentations, and major industry events, maintaining consistency across marketing channels.
- Collaborated with teams across the U.S., U.K., Germany, Latin America, and Spain to deliver visual and digital design across markets.

EDUCATION

Postgraduate Diploma in Computer Methods and Programming — India

Certification in Graphic Design — India

Bachelor of Commerce in Accounting — Nagarjuna University, India