

Madhuri Maram

Product Designer · Builder · 14 years of experience specializing in AI-native product design • Agentic UX, LLM workflows, shipped prototypes, and eval frameworks.

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Employment

Head of Design & Product

AAMPE — SAN FRANCISCO, REMOTE
JAN 2025 — PRESENT

- Built and led a team of 4 product designers; established full design ops from scratch: SHARP design system, AI-first prototyping workflows using Claude Code and Replit, Shape Up sprint process, and cross-functional collaboration frameworks with PMM and Customer Success.
- Led end-to-end design and product shaping of Relay and Prompt Shaper, Aampe's AI content generation engine; built a semantic evaluation system that pushed first-pass copy quality from 70–75% to 90–95% across Aampe's customers.
- Built apps.aampe.com: a vibe-coded product lab for AI-assisted tools; originated and shipped 7+ functional prototypes including the Aampe Surface Creator Figma Plugin (now on Figma Community), each validated with real customers before any engineering investment.
- Full Rebrand of aampe.com: 12+ pages, coordinated 10+ stakeholders across design agency, marketing, content, and leadership.

Principal Product Designer & Co-Founder

HUEGRID — SINGAPORE
APR 2022 — DEC 2024

- Led a team of 3 designers to deliver various projects from User Research to UI design using sprint-based methods.
- Collaborated with multiple business, product, and technology teams to deliver design solutions.
- Designed and delivered various MVPs for startups in the fields of AI, Mar-Tech, Ed-Tech, and Fintech.
- Achieved \$500k in revenue through strategic design and business development.
- Clients: Lendingkart, Dover Enterprise, Capri Global Capital, Ken42, Growth School, Interleap AI and 5+ more clients

Employment (Contd.)

Head of Products & Co-Founder

NOCOLOCO – IND/SG
JUN 2019 – MAY 2024

- Built India's first No-Code agency, creating innovative business models around No-Code consulting and services.
- Designed and delivered various MVPs using Design Sprints and methodology and No-Code tools like Framer, Webflow, Softr and Glide Apps.
- Developed multiple content strategies, driving top-of-the-funnel engagement and brand visibility.
- Clients: Framer, Plum Insurance, Finverse, Basis, TradingLeagues, Dive.club, Townhall and 10+ more.

Design Instructor & Core Team

XPERIAN SCHOOL – IND
DEC 2017 – PRESENT

- Built a design and product school via a design-led Maker's Ecosystem from scratch for India.
- Oversaw the launch of 30+ cohorts and workshops for designers.
- Developed multiple content strategies, driving top-of-the-funnel engagement and brand visibility.
- Achievements: 10,000+ students, \$0.7m/yr revenue, 40+ cohorts

User Experience Designer & User Interface Designer

OGHMA DESIGN – IND
NOV 2012 – MAR 2018

- Hired as the second designer at a 17-member design agency.
- Designed iOS, Android, and web products through user-centered designs and interactions.
- Led user research and built prototypes for conceptual MVPs at Amazon, Vodafone, and Philips.
- Clients: Amazon, Philips, Isha Foundation, Essilor, IDFC First Bank, Vodafone and 20 more clients

Education

Diploma in Design Thinking

MIT SLOAN EXECUTIVE EDUCATION
2017

Studied Innovation of Products and Services and MIT's approach to Design Thinking.

CGPA: 8.0

B.Tech. Multimedia

JNTU, HYD
2008–2012

- Focused on Illustration and Mixed Media Arts.
- Led a team of 5 to deliver projects while completing studies.
- Freelance Clients: Department of Agriculture, Government of Karnataka, Bajaj Pulsar, Tollywood movie posters, Dcube, and more.