Madhuri Maram

Product Designer · Builder · 14 Years of Experience
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SUMMARY

Product designer and builder with 14 years of experience, most recently running design and product as a team of one and then a team of six at an AI startup through its acquisition. Ships working software directly, using Claude Code, Replit, and Figma Make, instead of handing off static specs. Background spans AI/LLM product design and end-to-end product ownership from research through shipped code.

AREAS OF EXPERTISE

Leadership & Strategy: Org Building, Design Hiring, Mentorship, Cross-Functional Alignment, Product Strategy

Execution & Craft: Product Strategy, UX Research, Interaction Design, Rapid Prototyping with AI-Assisted Coding, 0-to-1, Design Ops

Industries: AI & ML, E-Commerce, Ed-Tech, Health-Tech, FinTech, No-Code, Deep Tech, Consulting and more

TOOLS

Figma, Figma Make, Paper, Claude Code, Replit, Cursor, Vercel, Codex

EXPERIENCE

Head of Design + Product Builder Jan 2025 – June 2026
Aampe — Global, San Francisco (Remote)

- Set up Aampe's design function from scratch and grew it to a team of six designers; acquired by Moengage in May 2026.
- Owned product shaping ahead of execution. Built Pain Depot, a live feed of customer signal from Slack and calls, to surface what was actually worth solving.
- Ran Conceptual Hour every week to discover and frame problems at least a quarter ahead, then wrote the problem statement and PRD before any design started.
- Designed Relay and Prompt Shaper, Aampe's AI content generation engine, end to end. Generated 100K lines of copy across email, Push, SMS, and WhatsApp from a single context input. Built the eval layer behind it, a semantic system scoring copy on five weighted dimensions, pushing first-pass quality from 70-75% to 90-95% and cutting time to production copy from 20-25 minutes to 5-10 per message group.
- Built Label Buddy, agent QA that validates label-to-copy fitment across the 100K copy lines. Shipped an eight-stage pipeline in Replit with Claude Code, running the LLM only on the smallest input that needed it. Chose Jaccard similarity over a pure LLM wrapper to keep it cheap and reliable.
- Led the NX platform migration off legacy Composer over multiple quarters. Pitched the "Blended Experience" approach that layered new workflows into the live interface instead of a risky rewrite. Designed canvas-based message creation, the Workflows model, and the CX-to-NX bridge.
- Originated and launched Aampe Apps, a product lab modeled on Google Labs. Shipped 7+ working tools, including the Surface Creator plugin now live on the Figma Community, each validated with real customers before engineering invested at least 3 weeks of work.
- Extended Patches, an agentic Linear workflow, with a Chrome extension that fed tickets structured, agent-readable context, and onboarded CS to file their own. Filed 60+ tickets and closed 99 issues in a month, clearing 64% of the frontend cleanup backlog in under 5 weeks.
- Built SHARP, Aampe's design system, from zero, shipped as a Figma library and an LLM-readable system

that Claude Code and Figma Make agents consume directly.
- Translated Machine Learning features like Label Weights and Reward Functions into interfaces that give marketers real control over how Aampe's agents prioritize and optimize content delivery.
- Ran cross-customer research with CS and customers including Traveloka, Grab Taxi, Taxfix, and Deezer, turning it into product direction for Reward Functions, onboarding, and Audience Builder.
- Led the full aampe.com rebrand across 12+ pages, with landing pages in Framer and templates the PMM team owns independently.

Principal Product Designer & Co-Founder Apr 2022 – Dec 2024
HueGrid — Singapore

- Led a team of 3 designers from user research through UI on sprint-based engagements.
- Built MVPs for startups across AI, Mar-Tech, Ed-Tech, and Fintech.
- Grew the agency to $500k/year in revenue through design and business development.
- Clients included Lendingkart, Capri Global Capital, Dover Enterprise, Ken42, Growth School, Interleap AI, and 5+ more.

Head of Products & Co-Founder Jun 2019 – May 2024
Nocoloco — India

- Built India's first no-code agency, with new business models around no-code design, consulting, and delivery.
- Shipped MVPs using Design Sprints and no-code tools like Framer, Webflow, and Glide.
- Ran content strategy that drove top-of-funnel engagement and brand visibility.
- Clients included Framer, Plum Insurance, Finverse, Basis, TradingLeagues, Dive.club, Townhall, and 10+ more; later acqui-hired into HueGrid Studio.

Founding Team Member Dec 2017 – June 2022
Xperian School — India

- Built a design and product school from scratch on a maker's ecosystem model with 2 co-founders.
- Launched 40+ cohorts and workshops for digital product designers.
- Scaled to 10,000+ students and $0.7m/yr in revenue.

Senior UX/UI Designer Nov 2012 – Mar 2018
Oghma Design — Hyderabad, India

- Second designer at a 17-person agency, designing iOS, Android, and web products.
- Led user research and built prototypes for conceptual MVPs at Amazon, Vodafone, and Philips.
- Clients included Amazon, Philips, Isha Foundation, Essilor, IDFC First Bank, Vodafone, and 10+ more.

EDUCATION

Bachelor of Technology, Multimedia 2008 – 2012 · CGPA 8.0
JNTU, Hyderabad

- Focus on illustration and mixed media.
- Freelanced and led a team of 5 to deliver design and animation projects for studios in India.