

SANJEEEDHA SANOFR RAJA

USER EXPERIENCE DESIGNER

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WORK EXPERIENCE

UI/UX DESIGNER

JMT Worldwide LLC

Sep 2020 - Present

Working in tandem with a cross-functional team to create cohesive product interfaces in web and mobile platforms from ideation to release featuring Financial, Workflow Automation, Learning Management, Campaign Management domains.

Responsible for translating business logic into actionable workflows, Analyzing MVP, creating storyboards, styleguides, wireframes, high fidelity mockups, and prototypes for different hybrid applications

Optimized the product journey of an Internal CRM application with 5+ unique features which are now used by 300+ customers with an app store rating of 4.9 and an increased user engagement rate of 45%

UI/UX DESIGNER

Caspia Health LLC

Aug 2020 - Present

Identified key users goals to create wireframes and prototypes for a critical AI Enhanced health information management application.

Conducted usability testing to iterate and improve design functionality in addition to revising the design to adapt various development constraints

UI DESIGNER

Cumulus Media Inc

Jul 2017 - Jul 2020

Involved with the Digital team to create intuitive User Experience across web and mobile platforms for the News, Music and Sports stations in addition to working on the redesign of the core websites and app interfaces.

Designed and generated fully-interactive HTML prototypes and click-throughs to be used in client presentations in addition to delivering high quality design assets such as Style guides, Sitemaps, Wireframes, Mockups, digital impressions and Newsletters.

Grew site viewership across several metrics, increasing users by 32%, new users by 10%, and pageviews by 70%. Engaged users to lengthen time spent on site, increasing average session duration by 35% and decreasing bounce rate by 9%.

UI DESIGNER

San Jose State University

Dec 2016 - May 2017

Designed and Developed a Dynamic Dashboard in Angular JS to visualize the T-Score of candidates from 10+ universities based on their skill-sets thus reducing the load of manual data entry on a spreadsheet

PRODUCT DESIGN INTERN

Micello Inc. (Acquired by HERE)

May 2016 - Feb 2017

Conducted user research through interviews and usability testing before and after the Navigation feature launch for different focus groups and helped create actionable and intuitive design flows for the feature on the mobile App

Assisted the team to design the interfaces and proposed creative design improvements to enhance the usability. Helped in digital marketing of the App by creating Ads, Banners, Promo Videos and prototypes.

EDUCATION

MS Human Computer Interaction

San Jose State University (2015 - 2017)

M.Tech Software Engineering

B.S.A University (2012 - 2014)

B.E Computer Science

Anna University (2008 - 2012)

SKILLS

RESEARCH AND DESIGN

User Interviews/Surveys
Heuristic Evaluation
Contextual Inquiry
User Profiling
Storyboarding/Journey Maps
Responsive Design
Mockups/Wireframing
Prototyping
Information Architecture
Card Sorting
Interaction Design
Visual Design
Styleguides
Website Analytics
Usability Testing

TOOLS

Photoshop, XD, Proto.io, Sketch, Moqups, Balsamiq, AxureRP, WebFlow, Invision, Omnigraffle, Marvel, Flinto, Framer, Zeplin, JustinMind, Avocode, JIRA

DEVELOPMENT

HTML/CSS, Javascript, SASS/LESS, Angular, D3, JQuery, Shopify, Bootstrap, SQL, PHP, CMS, REST API, AWS

AWARDS

SVCC Opportunity Hackathon

Paypal, Oct 2016

Runner-Up - Web UI Design

QuickBooks Hackathon

Intuit, Dec 2016

Runner-Up - Iphone App Design