Akhil Rajendran

UI/UX Designer

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PROFESSIONAL SUMMARY

Innovative and user-focused UI/UX Designer with **3 years of experience** in **fintech, e-commerce, e-pharma,** and **telecom** industries. Expert in creating user-centric designs, conducting comprehensive user research, and significantly improving product usability. Proficient in design tools and technologies, with a proven track record of effective cross-functional collaboration. Dedicated to continuous learning and staying abreast of industry trends to deliver cutting-edge designs.

PROFESSIONAL EXPERIENCE

Jio Platforms Ltd.   *July 2021 - Current*

1. Jio Financial Services (Fintech)
    Deputy Manager - UI/UX Designer

    - Spearheaded an end-to-end financial product, simplifying financial management for users.
    - Collaborated with interdisciplinary teams to create a **chatbot** for **loan accessibility using mutual fund portfolios**.
    - Designed **'My Money'** system, enabling comprehensive financial management of **savings, mutual funds, stocks, fixed** and **recurring deposits**.
    - Crafted **insurance** processes for various segments, including **automotive, motorcycle, health**, and **life insurance**.
    - Pioneered and overlooked the implementation of a new **tap-and-pay** feature emphasising seamless and secure payment processes.
    - Achieved **563,000+** downloads and a **4.6-star rating** in the first launch month, facilitating **571,000+** transactions daily with **534,000+** active users.

2. Netmeds (E-pharma)
    Deputy Manager - UI/UX Designer

    - Led the complete product redesign for Netmeds, enhancing user experience and customer experience for B2B and B2C segments.
    - Revamped B2C **online and in-clinic doctor consultation system**, collaborating with product managers and researchers.
    - Resolved user scenarios during order reviews, ensuring a seamless experience.
    - Created the **'Rishta' monthly bonus program** for B2B merchants, driving participation through gamification.

3. JioMart & Seller Enablement Network (E-commerce)
    Assistant Manager - UI/UX Designer

    - Redesigned product listing and display pages for JioMart, **increasing user engagement by 17**% through competitive analysis and user research.
    - Improved B2C ratings and reviews feature, increasing **user engagement by 21%**, equivalent to approximately **1,50,000+ users.**
    - Transformed the Seller Enablement Network for B2B merchants, growing the service provider network by **110** and adoption by **1,200+ sellers**.

4. My Jio (Telecom)
    Assistant Manager - UI/UX Designer

    - Revamped the MyJio dashboard, integrating a user-friendly interface that **increased user engagement by 40%** and **reduced support queries by 25**% within the first quarter.
    - Implemented streamlined notification features for mini apps, improving user engagement and accessibility.

SKILLS

- **Professional skills**

  User Experience (UX) Design | User Interface (UI) Design | Communication and Collaboration | Data Analysis | Interaction Design |

  Information Architecture | Problem-Solving | Attention to Detail | Wireframing | Ideation | Prototyping | User testing

- **Technical skills**

  Figma | Adobe XD | Adobe Creative Suite (Photoshop, Illustrator) | Sketch | Spline | Framer | Miro | Maze | Blender

EDUCATION

Indian Institute of Technology Guwahati (IIT)   *July 2017 - April 2021*

Bachelor of Design (B.des)

ACHIEVEMENTS

- Judged the **Design General Championship 2023** at **IIT Bombay**, overseeing the final 16 teams out of 72 teams.
- Awarded the **Spotlight Award for Q3 2022** for results-focused approach and collaboration.
- Received the **Best Team Award for Q4 2021** for outstanding teamwork and collective excellence.