SINDHU RAJI

VISUAL Designer | HCD | UX Leadership | UX Researcher | Product Designer |
Agile Digital Transformation | Design System Expert
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Strategic Visual and UX Designer with 10+ years of expertise in transforming complex ideas and data into compelling visual narratives. Passionate about visual storytelling, brand elevation, and designing intuitive experiences. Proven ability to lead cross-functional teams to align AI/ML strategy with engaging visual communication and scalable design systems. With a pragmatic, research-driven approach to balancing user needs with business goals, simplifying complex workflows, and delivering effective, intuitive solutions. Skilled in agile delivery, cross-functional collaboration, and application optimization across Retail, BFSI, Healthcare, and digital service sectors.

EDUCATION (Professional development - Career Break)

Master's in Human Centered Design | *Pace University | New York City, NY*   *GPA 3.96*   *Jan'24- May'25*

DESIGN SKILLS

Visual Storytelling | Communication Design | Prototypes | UX Writing | Figma UI Kits | Information Architecture | Journey Maps | User Flows | Interaction Design | Presentation Design | Brand Strategy | Product Design | Digital Design | Product Workflow | Design Principles | Wireframes | Personas | Design Systems | Rapid Prototyping | Data Visualization | Visual Design | UX Principles | Visual Mockups | Storyboards | Illustration | Motion Design Principles | Accessibility & Inclusive Design | UX Metric | AI Interaction Designer | GenAI Workflows | Scalable Workflow UX | Lean UX | 4D Methodology | HTML | CSS | JQuery | JavaScript | Ajax | Bootstrap | SaaS | Less | Angular | React | GenAI Workflows | Voice Assistant UX | Conversational AI

EXPERIENCE AREAS & LEADERSHIP FOCUS

Application Leadership | Service Management | Agile Transformation | Cross-Functional Team Management | Application Governance | Stakeholder Engagement | Risk & Compliance | Healthcare Applications | Digital Health Portals | Telehealth UX | Enterprise SaaS | CryptoWallet UX | AI/ML Collaboration | Cross-Cloud UX Tools | Jira | Confluence | HIPAA Compliance | ITIL Knowledge | Application Inventory | SLAs & Metrics

TOOLS

Figma | Adobe XD | Jira | Sketch | Photoshop | UX Pin | InVision | Salesforce | Balsamiq | Webflow | Axure | Miro | Pendo | Framer | Confluence | Salesforce | Workday | Unreal Engine (basic) | Unity (conceptual)| Storyboard Tools | Mural | Generative AI Tools | Illustrator | Keynote | After Effects | Accessibility Testing Tools | Hype | Whimsical | SVGator

RESEARCH FOCUS

AI User Researcher | User Interviews | Usability Testing | Heuristic Evaluation | Customer-Journey Maps | Story-boarding | Competitive Analysis | Task Analysis & persona Hypothesis A/B Testing | Contextual Inquiries | Affinity Mapping | Cognitive Walk-through | B2B SaaS environment | UX KPIs | UX Research | UX Strategy | Design Strategy & Branding | Ambiguity Reduction | User Empowerment | Data Analytics

RECENT PROJECTS

UX Researcher & Visual Designer   **Remote, USA. Jan 2025 to Oct 2025**
End Client - Qualizeal - QES dashboard - Gateway to AI-Driven Testing Excellence
• Structured the QES dashboard's user flow from login to test execution to reporting, optimizing default selections like projects and test plans.
• Mapped role-based access controls (RBAC) for Manual Testers, QA Managers, and Automation Engineers
• Conducted user interviews with QA teams to identify pain points in test case execution, reporting, and role-based access needs.
• Designed usability tests for dashboard workflows for test plan selection, missing data alerts and iterated based on feedback.
• Created high-fidelity mockups and a design system for the QA dashboard, ensuring alignment with Qualizeal's branding with colors, typography, Icons, and reusable components.
• Defined interactive states for key actions like test case selection, environment dropdowns, and the RUN button.

• Prototyped the environment selection workflow, including default preferences and execution triggers.

WORK EXPERIENCE

Lead UX Designer | *[Tata Consultancy Services](#)*   *Hyderabad, India. 2018 - Present*
• Designed high-fidelity, interactive prototypes in Figma for data analytics, operator control interfaces, and complex fintech workflows, enabling effective stakeholder communication and usability testing.
• Built and maintained a scalable Figma-based design system and style guide used across 3 enterprise platforms, reducing UI debt by 25%, cutting redundant elements by 20%, and accelerating design cycles by 40%.

• Delivered consistent UI flows and component libraries for APIs, backend services, and configuration tools, tailored to technical users such as developers, analysts, and integration teams.
• Conducted heuristic evaluations and concept validation using Pendo and qualitative methods through stakeholder workshops, resulting in a 30% reduction in user errors and a 25% improvement in task completion time on enterprise dashboards.
• Applied predictive analytics to understand user behavior and integrated intelligent chatbots, streamlining customer support and reducing manual workload.
• Collaborated cross-functionally with AI/ML, marketing, and engineering teams to translate complex technical features into intuitive, user-centered workflows across web, iOS, Android, and SaaS platforms.
• Facilitated design thinking workshops, sprint planning, and agile ceremonies, aligning design priorities with development cycles and accelerating feature alignment and consensus-building.
• Mentored and coached 6 junior designers through weekly reviews and 1:1 sessions, promoting design consistency, skill development, and team growth.
• Influenced senior leadership and product strategy by presenting user research insights, design prototypes, and data-driven recommendations, securing buy-in for user-centered design initiatives
• Partnered with marketing and executive leadership to create visually compelling presentations and narrative assets that effectively communicated the vision and roadmap for AI-driven fintech products.

Senior UX Designer | *Cigniti Technologies*   *Hyderabad, India. 2015 - 2017*
• Led a team of 5 designers to create a responsive real estate platform using Figma, developing interactive prototypes aligned with ADA/WCAG guidelines to enhance accessibility and usability.
• Co-ordinated in-depth user interviews and journey mapping with 10+ real estate investors to align design solutions with user goals, improving product relevance and engagement.
• Created internal tools and operational interfaces for fintech and healthcare platforms, including financial dashboards and accounting workflows to streamline reporting and decision-making.
• Collaborated closely with engineering teams to map technical constraints into usable front-end patterns, ensuring design feasibility and development efficiency.
• Defined and iteratively tested interaction models to evaluate efficiency, satisfaction, and conversion metrics. Conducted competitive benchmarking and UX trend analysis to inform feature strategy and usability priorities.
• Integrated accessibility-first design principles, reducing user friction and improving compliance with WCAG standards across digital products.
• Facilitated agile sprint cycles and iterative feedback loops, improving design-delivery speed by 15% and reducing communication bottlenecks.
• Partnered with developers to ensure seamless handoff of design specs via Zeplin, maintaining consistency and accuracy across platforms.
• Defined usability KPIs with stakeholders, embedding research metrics into the product lifecycle to support data-driven iteration and evaluation. Managed design timelines, sprint commitments, and cross-functional dependencies across agile teams.

UI UX Designer | *AcsesTech Consulting Pvt.Ltd*   *Hyderabad, India . 2014 - 2015*
• Designed user flows, wireframes, and high-fidelity prototypes using Adobe Creative Cloud, applying A/B testing to drive user-centric improvements during a full website redesign.
• Partnered with front-end devs and used working knowledge of HTML/CSS to ensure design feasibility and alignment
• Enhanced accessibility and usability by mapping user journeys and collaborating with content and digital teams to implement ADA/WCAG-compliant features.
• Conducted heuristic evaluations and competitive analysis using UserTesting, refining UX strategy and improving user engagement by 20%.
• Maintained high-quality design output across platforms by adhering to brand and accessibility standards, ensuring consistency and inclusivity.
• Followed Human-Centered Design methodologies and cognitive walkthroughs to guide UI strategy for data-heavy and enterprise environments.
• Contributed to a successful $1.5M contract win by embedding UX research insights into a technical proposal, effectively aligning user needs with business strategy.

Web Designer UI UX | *Dsquare Tech Labs Pvt. Ltd*   *Hyderabad, India. 2013 - 2014*
• Crafted intuitive and user-friendly interfaces, leading to a significant increase in user retention.
• Followed Material Design and Human Interface Guidelines, which led to successful collaboration on Enterprises, B2B, and B2C products for 20+ global clients, mostly startups.
• Leveraged Photoshop to refine high-fidelity assets for responsive platforms and marketing visuals.

CERTIFICATIONS

User Research Methods (Interaction Design Foundation) | Design Thinking (Interaction Design Foundation) | Essentials of Software-as-a-Service (SaaS) Business from Udemy | AI in UX Design from Udemy | Certified ScrumMaster (CSM) | AI in Project Management