Nendujan Ratnarajah

User Experience Designer & Researcher

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Education

BFA Film Studies
Ryerson University
Sep '16 - April '20

Methods

UX Design

Workshopping
Wireframing
User Testing
Heuristic Evaluation
Flow Mapping
Rapid Prototyping

UX Research

User Survey
User Interview
Affinity Mapping
Storyboarding
Persona Development
Competitive Analysis

Tools

Research & Collaboration

Figjam
Miro
Google Suite
Trello

Design & Prototyping

Figma
Protopie
Adobe CC
HTML & CSS

Experience

UX Project Lead / Tech Fleet (Beela)   Feb '22 - Present

- Boosting user engagement and overall retention by leading a team of 10+ on the research, design, development, and launch of an updated website focused on the non-profit's program for immigrant women in technology.

UX Design Apprentice / Tech Fleet (The Serious Type)   Dec '21 - Feb' 22

- Delivered an MVP to 501c3 non-profit client to be pitched for funding within eight weeks via structured agile sprints.

- Developed user surveys and designed research test plans to collect quantitative and qualitative data from over 100+ survey respondents and ~15 user interview participants. Presented data to stakeholders during weekly demos.

- Decreased prototyping time by up to 50% by creating a card-layout design component to be used by the design team in preparation for user testing.

UX Designer & Researcher / Handbook   Oct '21 - Nov '21

- Established confident hazard reporting and quick resource searching by performing user testing on IATSE's existing safety reporting app and translating findings into purpose-driven UX design decisions.

- Collected qualitative research data, to be affinity mapped and analyzed, by tracking popular social media movements via hashtags and channels such as Instagram and Twitter.

Cinematographer & Interviewer / Freelance   Sep '16 - Apr '21

- Collected, transcribed, and edited dozens of hours worth of story content via sit-down interviews with multiple participants for use in short and long-form documentary projects.

- Directed photography on multiple award-winning short documentaries and films by leading lighting and camera teams executing production plans alongside other heads of department, producers, and directors.

Other Projects

Untitled America / Story Podcast   June '19 - Present
Temples / Digital Illustration Series   July '18 - Present