RADHA RAY

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https://www.radharay.com/

SUMMARY

UX designer with a background in psychology, passionate about developing usable products with cutting edge design. Strengths in creativity, teamwork, data analysis, and building projects from ideation to execution. Strong research and problem solving skills and an eye for modern design principles makes me a valuable addition to any team.

TECHNICAL SKILLS

Technical: HTML5, CSS, Bootstrap, JavaScript, jQuery, Adobe XD, Figma
UX/UI: Visual Prototyping, Wireframing, User Testing, Design Thinking

PROJECTS

Neighborly App Design | https://www.radharay.com/neighborly
- Neighborly makes it easy and desirable to share daily task burdens among members of a community. The app creates verified, close communities so you can trust
- Team lead and UX Designer - organized team members through both research and design processes. Conducted User Research to understand the shortcomings of current available products and used insights to design and iterate on an iOS prototype.
- Technologies used: Miro, Figma, Invision, and Useberry

US Department of Interior Site Redesign |https://www.radharay.com/doi
- Project to redesign the US Department of the Interior's website according to modern design standards and UX best practices.
- Solo UX and UI Designer - analyzed existing site UI and Information Architecture and conducted Usability Testing to identify areas of improvement. Complete redesign with color palettes and typography choices informed by accessibility best practices.
- Technologies used: Figma, Useberry, Maze, and Invision

The Project90 Impact Site Redesign | https://www.radharay.com/project90
- Project to redesign a homelessness non-profit website to improve clarity of mission and value proposition and increase conversions.
- UX Designer working as part of a 3-person team - analyzed user research and existing site UI to find areas of improvement. Creation of a new sitemap to turn a single landing page into a robust multi-page website.
- Technologies used: Figma, Useberry, and Invision

EXPERIENCE

Principal Account Manager   2019 – Present
Clutch   Washington, DC

- Oversees the account managers responsible for over 50% of customer base and ensures that all projects and campaigns stay on track.
- Coordinates with the internal product team on gathering user insights for new and existing product features related to monetization.
- Continues to iterate on existing workflows and processes to increase team efficiency and hit monthly targets for revenue growth.

Key Accomplishments:
- Created process improvements and trained team on new best practices, directly resulting in a 36% growth in monthly revenue
- Led a presentation with over 500 external stakeholders that created brand awareness and increased inbound interest for our sales team

EDUCATION

Boot Camp Certificate: George Washington University, Washington, DC
An intensive 24-week long boot camp dedicated to User Experience and User Interface Design. Skills learned consist of Figma, AdobeXD, HTML5, CSS, JavaScript, Bootstrap, jQuery, User-Centric Design Research, Visual Prototyping & Wireframing, User Interface Development.

B.A. in Economics, Minor in Psychology: The College of William & Mary, Williamsburg, VA