Rajassvi Venkatesa Babu

+91 9791028437 | **rajassvibabu@gmail.com** | **LinkedIn** | **Portfolio**

Professional Summary

User-focused UX Designer with a strong grasp of human-centred and AI-informed design. Skilled in simplifying complex challenges into intuitive, data-driven solutions using tools like Figma. Experienced in usability testing, rapid prototyping, and iterative design to boost product performance. Passionate about inclusive design, accessibility, and cross-functional collaboration to build scalable, meaningful experiences.

Projects

Cooks on Call — Mobile App UX
Designed a mobile food app connecting users with verified home cooks; optimised discovery and ordering flows, reducing steps by **30%** and improving trust-driven engagement. (view project)

BlockVote — Blockchain Voting App UX
Designed a secure, intuitive voting app by simplifying blockchain workflows, reducing cognitive load and improving task success and user trust. (view project)

Work Experience

Freelance UX Designer   **June 2024 – Present**

- Designed the full website for SNV Automation, improving UX clarity and structure. (view site)
- Increased average session duration by **38%** through layout optimisation and streamlined content.
- Conducted stakeholder interviews and competitive benchmarking to refine navigation and CTAs.

UI/UX Intern, Wish to Wear (London, UK)   **Mar 2024 – June 2024**

- Lead efforts to improve website usability and user satisfaction through comprehensive usability testing and iterative design enhancements.
- Achieved a near-perfect task success rate by focusing on detailed, user-centric design, demonstrating my ability to create intuitive and effective user experiences.
- Oversaw more than **20** iterative design changes based on user feedback, proving my skill in collaboration and adaptability within diverse teams.

Selling Partner Support (French) | UX Contributor, Amazon (Chennai, India)   **Apr 2019 – Mar 2022**

- Transformed Seller support experience through User-Centred dashboard design, based on **400+** user feedback entries.
- Introduced design updates that helped reduce ticket escalations by **20%.**
- Created multilingual onboarding flows to support Amazon's diverse global seller base

UX & AI Assistant, ESC Inc (Chennai, India)   **Dec 2018 – Mar 2019**

- Supported multilingual UX testing and QA for AI-driven interfaces.
- Maintained a **98%** task accuracy rate and consistently met daily targets within strict SLAs.
- Delivered annotated data and content audits to improve conversational product UX

Education and Qualifications

MSc in User Experience Design, Kingston University – 2023
Bachelor of Arts in French Literature, Loyola College – 2018

Professional Skills

Tools & Tech: Figma | Sketch | Miro | Notion | HTML | CSS | JavaScript | Google Analytics
UX Design & Research: User Research |Accessibility (WCAG)| UI Design | A/B Testing | Data-Driven Design | UX Metrics
Process: Agile Methodologies | Design Thinking | Cross-Functional Collaboration | Stakeholder Management | Design Systems
Backend & Full-Stack (Supporting UX): Python (FastAPI, Flask, Django, pytest) | REST APIs | Microservices | React | Next.js | TypeScript

Certifications

- NNG UX Certification (Nielsen Norman Group)
- Google UX Design Professional Certificate
- Coursera UX Specialization (University of Michigan)

Languages

French (Advanced) | English (Bilingual)