

Rajesh Chaurasia

UI UX Designer | Frontend Developer | UI Architect

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Profile summary

Highly motivated **UX Architect** and **UI Developer** with extensive experience in creating intuitive and visually compelling digital software products. Expertise in both **design** and **front-end development**, utilizing a variety of modern technologies and AI tools to craft seamless user experiences.

I apply product design thinking and user journey analysis to evaluate the feasibility of user requirements, usability, accessibility, and overall user experience. I transform initial visual mockups into fully functional user experiences and am an expert in ensuring cross-browser compatibility and seamless integration of user interfaces with backend technologies.

Proficient in creating low/high-fidelity prototypes, conducting **A/B testing** and optimizing user flows. Additionally, collaborate with the sales team to conduct demos, POCs and guide clients through the sales process, including **RFI**, **RFP**, **RFQ**, and presenting overall product offerings.

Define the product roadmap, goals, and vision while collaborating with designers, product managers, and engineers to enhance user experience and ensure high-quality product development.

Bridge the gap between stakeholders and the development team, offering product mindset consulting and **UI/UX solutions** through an agile approach. Own the product lifecycle from initial concept to delivery. Key skills include:

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|------------------------------|-------------------------------------|---------------------------|
| • Technical Product R&D | • Accessibility / Usability analyst | • User Acceptance Testing |
| • Team Leadership | • Agile / Scrum Methodologies | • UX Research |
| • Product Roadmaps | • Visual Design / Architect | • Prototyping |
| • Product Backlog Management | • Requirements Gathering | • Interaction Design |

Technical Skills

- **UX/UI Design:** Figma, Sketch, Photoshop, Wireframing, Illustrator, InVision, UXPin etc.
- **Frontend:** HTML5, CSS3, SASS, Bootstrap, Tailwind, JavaScript, jQuery, React, Redux, Next JS, Angular, HighChart, Node JS, Express JS, MongoDB etc.
- **Testing Frameworks:** Jest, Jasmine, React Testing Library
- **Version Control:** Git, GitHub, GitLab, Bitbucket.
- **Agile & Scrum Methodologies :** Product Roadmaps, Sprint Planning, Backlog Management, Cross-functional Team Collaboration, Jira, Confluence
- **Analytics:** Google Analytics, Optimizely, Heatmaps, User Behavior Analysis, Conversion Rate Optimization (CRO)
- **AI Tools:** TensorFlow, Google Cloud AI, IBM Watson, OpenAI GPT (for chatbots)
- **Other Tools:** Jira, Acrobat, FTP, Developer tool

Education

- ★ **Bachelor of Science in Computer Application**, Manonmaniam Sundaranar University
- ★ **Diploma in Computer Application**, Aptech Computer Education
- ★ **Web & Multimedia Designing / Animation Certification**, Oxford Software Institute
(A unit of Hindustan Soft Education Ltd.)

Work History

❖ Digital developer – Blis Media – April 2019 – June 2024

Profile: UI Development, React js, JavaScript Developer, wordpress developer, Creative Ad Designing

Projects: blis.com | showcase.blis.com | creative.blis.com | Ad management tool | Dynamic Ad development

Responsibilities:

- UI Development and maintenance company website Blis.com using wordpress.
- Provided consulting on ad campaign custom solutions, optimization and strategy.
- Developed custom ad functionality and improved performance.
- Advised on integrating creative services, and ensuring a seamless user experience across devices
- Participate in client calls to gather requirements for ad campaigns and provide technical support to ensure smooth execution.

Skillset: JavaScript, HTML5, Celtra, Reactjs, PHP, WordPress, AWS, JQuery etc.

❖ Senior Technical Lead – 3Pillar Global – Sep 2015 – Apr 2019

Profile: Product Management, Product Strategy Planning, Wireframe, Information Architect, Visual Design, Technical UI Architecture, Development and module integration etc.

Projects: gocanvas.com

Canvas is a cloud-based software service that enables businesses to replace expensive and inefficient paper forms with powerful apps on their smartphones and tablets.

Responsibilities

- Lead product planning, execution, and lifecycle management, aligning features with business goals and user needs.
- Create wireframes and user flows, ensuring intuitive design and effective content structure.
- Develop user-friendly and visually appealing designs that align with brand guidelines.
- Ensure scalable and maintainable UI designs, integrating seamlessly with technical architecture.
- Collaborate with developers to ensure smooth module integration and maintain code quality.

Skillset: JavaScript ES6, JQuery, CSS3, HTML5, AngularJS v1, Jasmine

❖ UX/UI Designer – SOTI India – Jan 2015–Sep 2015

Profile: UX Research, Information and UI Architect, Visual Design, UI Development and module integration etc.

Projects: Network Monitoring Tool

Responsibilities:

- Conducted user research and created wireframes, prototypes, and visual designs to optimize user experience.
- Worked with developers to ensure seamless integration of UI designs with backend systems.

Skillset: HTML5, CSS3, AngularJS, JavaScript