

Rashna Razdan

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Software Proficiency

- Expertise in Adobe Illustrator/Photoshop/Lightroom, Sketch, Principle, Marvel, InVision and Balsamiq
- Expertise in JavaScript, JQuery, HTML5, CSS3 and LESS
- Experience in Mercurial, Git, SVN, MySQL and MongoDB

Work Experience

UX/UI Apprentice, Bloc, San Francisco, California, March/2016 – July/2016

- Delivered competitive analysis reports, user personas, user stories and user flows
- Created high and low fidelity static mockups, design guides, responsive designs, micro-interaction animations and clickable interactive prototypes
- Employed UX testing techniques such as A/B Testing, Click Testing and Remote Usability Testing to gather and analyze user feedback

Product Manager, NexJ Systems, Toronto, Ontario, November/2015 – March/2016

- IBM Watson Health Coach and Patient Matching Service Project
 - Researched and influenced which IBM Watson services NexJ can utilize
 - Developed strategy to pair user with their optimal health coach
 - Impacted product feature set by presenting findings from market research and competitive analysis to company executives
 - Drove application wide changes to ensure compliance to Material Design Guideline

Front End Developer, NexJ Systems, Toronto, Ontario, June/2014 – March 2016

- Connected Health and Wellness Project
 - Improved team velocity as Scrum Master by 34%; worked with all departments to achieve successful biweekly releases
 - Wrote CSS to implement responsive design using the LESS framework
 - Built user registration and login functionality using NexJ's MVC framework
 - Designed responsive, clean, cross platform email templates
 - Wrote software documentation on Confluence for new technical features
 - Assisted QA by creating test skeletons and testing completed features

Product Manager, SAP, Waterloo, Ontario, September/2012 - December/2012

- Performed technical competitive analysis to give team a solid understanding of Adaptive Server Enterprise (ASE) products
- Presented competitive analysis; findings led to proposals of features to build

Education

Bachelor of Applied Science, Honours Computer Engineering, University of Waterloo, Waterloo, Ontario, September 2009 – 2014

- Relevant Courses: Software Requirements and Specifications, User Interfaces, Software Design & Architecture