

Rashna Razdan

Address: 1550 Technology Drive #2025 San Jose, CA 95110

Email: rashnarazdan@gmail.com, Cell: +1 669 224 5556

Website: <http://rrazd.github.com>

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 Design, 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

UX Designer/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
 - Increased engineering team's understanding of features to be implemented by creating functional prototypes
 - Wrote CSS to implement responsive design using the LESS pre-processor
 - Designed and built responsive, user-centered, cross platform email templates
 - Assisted QA by creating test skeletons and testing completed features
 - Created design documentation with detailed descriptions of user interactions and workflows
- IBM Watson Health Coach and Patient Matching Project
 - Developed strategy to pair user with their optimal health coach using IBM Watson
 - Created user-centered designs through consideration of market research, business requirements, usability findings and customer feedback
 - Drove application wide changes to ensure compliance with Google Material Design Guidelines
 - Impacted product feature set by presenting findings from market research and competitive analysis to company executives

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