Rashna Razdan

rrazd.github.com | linkedin.com/in/rashnarazdan | rashnarazdan@gmail.com | 669 224 5556

SKILL SET

Design professional with extensive experience in corporate and agency settings.

- Expert in user research and testing, information architecture, wireframing, multi-fidelity rapid prototyping in HTML/CSS/Jquery/ InVision, infographics, ux audits and visual design.

- Skilled in conducting competitive analysis and translating qualitative and quantative data into effective design.

- Effective team collaborator with 4+ years of experience working with product managers and developers in both Waterfall and Agile environments.

TOOLS

Sketch App, Adobe Creative Suite, Principle, Invision, Sublime, JavaScript, JQuery, HTML5, CSS3 and Git.

EMPLOYMENT

WebEnertia   August 2016 - Present

UX/Visual Designer   San Jose, CA

Tasked with leading and delivering cross-platform responsive design solutions in a fast paced environment.

- Led the ux redesign of several responsive websites including McAfee, Couchbase, Iteris and Riverbed. Responsibilities included gathering client insights, optimizing information architecture, wireframing, presenting and justifying design decisions to clients and iterating based on feedback.

- Developed UX and visual design for the Aruba Networks Profiler web application using HPE's Grommet framework following a rapid iterative design process.

- Conceptualized, wireframed and prototyped infographics such as Riverbed's SteelHead SD infographic which exceeded the average 2% CTR and increased user engagement on the page by 20%.

- Mentored team members, including both product managers and designers, by teaching UX best practices and how to solve challenging problems through design.

- Established and led the transition of the ux design process to a modular approach, built on pattern libraries and grid-based layouts.

Clients include: Aruba Networks, CISCO, Couchbase, Dome9, eResources, General Catalyst, GoAnimate, Hewlett Packard Enterprise, Imperva, Iteris, McAfee, Riverbed, Venafi, Weka.io

NexJ Systems   June 2014 - March 2016

UX Developer   Toronto, ON

Key member of a small team tasked with designing and building NexJ Connected Wellness.

- Collaborated with project managers and designers to develop new application features; wrote JavaScript, HTML5, and CSS3/LESS and used version control via Git.

- Improved team velocity as Scrum Master by 34%; worked with all departments to achieve successful biweekly releases.

- Migrated key client web asset's code to an internal MVC JavaScript framework.

- Designed and built responsive, user-centered, cross platform email templates.

EMPLOYMENT, CONT.

SAP   September 2012 - December 2012

Technical Product Manager Intern   Waterloo, ON

- 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

Bloc   March 2016 - July 2016

UX/UI Design Course   San Francisco, CA

University of Waterloo   2009 - 2014

Computer Engineering with Honors   Waterloo, ON