

SRIHARI NARAYAN RAJASHEKAR

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With over 4 years of experience, led UX design projects that drove measurable results, including a 4x increase in donations for Vanishing Seattle within 14 months and a 300% boost in user satisfaction for Refugee Artisans Initiative through strategic information architecture redesign. At Accenture, my design efforts contributed to a 20% rise in signups and a 10% improvement in user flow efficiency. I bring technical expertise in HTML, CSS, and C programming and am committed to crafting WCAG 2.2-compliant designs that prioritize digital accessibility for all users.

EXPERIENCE

iBloom Edu-Tech Startup, Seattle WA

Lead User Researcher and UX Design consultant

Jan 2024 - April 2024

- Led 8-week competitive analysis of 25+ products, identifying key trends and 12 areas for improvement.
- Presented reports leading to 8 actionable insights, resulting in faster implementation.
- Collaborated on 10 wireframes and 5 high-fidelity prototypes, reducing time to market by 2 weeks.

Vanishing Seattle, Seattle WA

Project Manager and Senior UX Designer

March 2023 - Present

- Led WCAG 2.2-compliant website redesign, increasing donations 4x by improving CTAs and information architecture.
- Curated brand system, restructured information architecture, and optimized navigation using HTML/CSS.
- Enhanced SEO and digital accessibility, boosting search rankings and improving cross-device user experiences.

Refugee Artisans Initiative, Seattle WA

Lead UX Designer

March 2023 - June 2023

- Homepage and E-commerce platform redesign
- 300% increase user satisfaction scores due to simplified information architecture.

Accenture, India

Application Developer, UX Designer and Software Tester

Sep 2020 - May 2022

Client : Roche Holding AG

- Designed interactive dashboards for remote medical equipment management on Salesforce CRM, utilizing HTML, CSS, and Java, while ensuring compliance with WCAG 2.1 guidelines for accessibility.
- A/B tested dashboard designs, developed user flow improvements, reducing steps by 50%
- 20% increase in signups for my client Roche Holding AG

Client : GlaxoSmithKline

- Wireframed and partially designed document retrieval dashboard on Veeva Vault Platform
- User tests revealed a 10% increase user flow speed among 120 participants
- Enhanced backend processes with JAVA, improving retrieval efficiency
- Designed test scripts for performance tests.

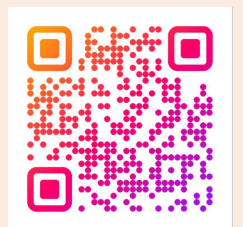
OTHER EXPERIENCE

BuySmart - Alaska Airlines Environmental Innovation Challenge, Seattle WA

User Researcher and UX Designer

March 2023 - June 2023

- BuySmart was one amongst the 21 teams selected to the final round of EIC
- Conducted 9 interviews and surveyed 120 participants to identify key user needs.
- Designed 2 WCAG 2.2-compliant user flows, contributing to the team's selection as a finalist in the EIC competition.



EDUCATION

University of Washington, Seattle WA

Master of Communication in Digital Media

UX Design, Research, Ethics in UX, SEO

Sep 2022 - Present

Visvesvaraya Technological University, India

Bachelor of Engineering in Telecommunication Engineering

Fundamentals - Ai, Machine Learning, Data Analysis

Aug 2016 - Sep 2020

SKILLS AND TOOLS

Design - User Interface Design, Wireframe, Prototype

Research- User Interviews, Surveys, Usability Testing, Competitive Analysis

Toolkit - Figma, Sketch, Adobe Creative Suite, Salesforce, HTML, CSS, C programming,

Languages - English (Perfectly fluent), Hindi, Kannada, Telugu

Hobbies - Photography, Cinematography