

CHARULATHA SRINIVASAN

UI/UX Designer | Ashburn, Virginia

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EXPERIENCE

UI/UX Designer | Cognizant Technology Solutions Corp., *Washington, DC (Hybrid)* Dec 2024 – Present

- Led user interviews (10+ users) and thematic analysis for portfolio management tool; prioritized and addressed top pain points, improving task completion rate by 35%.
- Collaborated with developers and business teams to ensure feasible UX solutions within tool limitations, earning cross-functional praise for clarity and execution.
- Led end-to-end UX improvisation for 3 user flows from research to design increasing user satisfaction scores by 50%.
- Facilitated usability tests, captured detailed notes, and performed thematic analysis to identify user pain points, leading to a 20% usability efficiency increase and streamlined backlog prioritization.
- Conducted heuristic evaluation on meeting scheduler tool, identifying 12+ UX violations; designed and presented lo-fi Figma solutions, reducing user error reports by 40%.

UX Designer | ASU Learning Enterprise, *Scottsdale, AZ (Hybrid)* Sep 2023 – Dec 2024

- Led remote user research strategies and methodologies to align course structure with learners' objectives, increasing the learner pass rate by 20% through analysis of learner personas and their goals.
- Designed a comprehensive training guide, incorporating accessibility design guidelines (WCAG 2.2 Level A) using hierarchical information architecture structure to centralise resources and terminologies, reducing support requests by 30%.
- Conducted primary and secondary research, synthesizing quantitative and qualitative data to create a deep understanding of user behavior, motivations, and needs, thereby enhancing course outcomes for on-demand learners.

Visual Designer | Proctorio, *Scottsdale, AZ (Hybrid)* May 2023 – Dec 2023

- Conducted usability studies and applied insights from research to optimize user flows for error message screens across multiple LMS platforms, resulting in a 50% reduction in click-through rate.
- Developed a design specification document using design systems and developer handoff best practices, improving UI consistency and reducing implementation effort by 30%.

Web Designer | Warriors First Inc., *Ashburn, VA (Remote)* Oct 2023 – Nov 2023

- Conducted competitive analysis and remote user research to identify improvement areas, resulting in an 80% increase in conversion rate through responsive, human-centered design and consistent application of UI components.
- Created a holistic design system, reducing development time by 20%. Designed a holistic design system and style guide, covering UI components ensuring consistency across various devices.

UX/UI Designer | ArtSpot, *Chennai, India (Remote)* Jan 2021 – Dec 2021

- Conducted extensive user testing, guiding research-driven design processes to refine user flow and interfaces, achieving a 70% refinement rate and improved end-to-end user experience.
- Collaborated with designers, developers, and executives to create a unified design system for Android and iOS, leveraging Material Design and Apple HIG, increasing design consistency by 30%.

EDUCATION

Master of Human-Computer Interaction | Arizona State University | **CGPA 4.00** Jan 2022 - May 2023

Bachelor of Computer Science Engineering | Easwari Engineering College | **CGPA 3.43** Aug 2017 - Jun 2021

SKILLS, TOOLS & ACCOLADES

Research: User Survey, User Interview, Task Analysis, Insight Analysis, Usability Testing, A/B Testing, Card Sorting

Design: Wireframing, Prototyping, Product Design, Interaction Design, Data Representation, Responsive Design

Design Tools: Adobe Creative Suite, Adobe XD, Sketch, Figma, Illustrator, Photoshop, InVision, InDesign, Miro, Hotjar

Development: HTML, CSS, JavaScript, Visual Studio, WordPress

Productivity: Microsoft Office Suite, JIRA, ChatGPT, Airtable, HubSpot

Accolades: Awarded "Outstanding Achievement" award for exceptional UX project delivery. Awarded SUNAward as a recognition for exceptional performance going above and beyond in achieving Q2 OKRs.