

CHARULATHA SRINIVASAN

UI/UX Designer | Washington, DC

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EXPERIENCE

UX Designer | Cognizant Technology Solutions Corp | *Client - IMF., Washington, DC (Hybrid)* Dec 2024 – Present

- Led AI augmented discovery research through 40+ user interviews and thematic analysis; prioritized and addressed top pain points, leading to significant reduction in support tickets.
- Presented key findings to stakeholders quantifying the impact of usability issues on user frustration and business metrics.
- Led end-to-end UX redesign for 3 core user flows-from research to AI-assisted prototyping (Lovable), increasing user satisfaction score by 50%.
- Facilitated qualitative and quantitative research, 20+ usability tests to efficiently test design solutions leading to a 20% usability efficiency increase and streamlined backlog prioritization.
- Conducted heuristic evaluation on meeting scheduler tool, identifying 12+ UX violations; designed using Generative AI and presented lo-fi Figma solutions, reducing user error reports by 40%.

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

- Led remote user research strategies 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 course 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)* Oct 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)* May 2022 – Sep 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 to refine user flow and interfaces, achieving a 70% refinement rate and improved UX.
- 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/Research Tools: Adobe XD, Sketch, Figma, Illustrator, Photoshop, InDesign, Miro, Dovetail

AI Tools: ChatGPT, Notebook LM, Midjourney, Claude AI, Figma Make It

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

Productivity: Microsoft Office Suite, JIRA, ChatGPT, Microsoft Teams

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 Objective Key Results.