SOUMYA BATRA UX Research & Design

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SUMMARY: Thoughtful, curious, and strategy-focused UX designer and researcher with 3 years of experience in enterprise, B2B, and B2C products—driven by research-led design and AI strategy.

WORK EXPERIENCE

UX Lead | RhizeBio | Mt Holly, NC (Remote)   June 2025-Present
- Leading UX direction from the ground up for an AI-powered soil health platform, establishing documentation, workflows, and research processes to guide product development.
- Conducting foundational research with rural, scientific, and agricultural audiences to shape features that translate lab data into actionable insights.
- Partnering with developers and scientists to align design strategy with technical feasibility and business goals.

UX Researcher and Designer | Precision Sustainable Agriculture | Raleigh, NC   May 2024-May 2025
- Led surveys, A/B testing, card sorting, and affinity mapping to inform the redesign of five enterprise tools, yielding a 30% lift in task success.
- Conducted usability tests to validate designs and accessibility updates; implemented ARIA labels, color tokens, and spacing per WCAG 2.2, boosting compliance by 40%.
- Built a documented, component-based Figma library to ensure consistency and accelerate development across platforms.
- Owned the full design lifecycle: research, wireframes, prototyping, user testing, and handoff.
- Consolidated dense information using modals and visual hierarchy, increasing task completion and comprehension across user groups.

Graduate Teaching Assistant | North Carolina State University | Raleigh, NC   Aug 2023-May 2025
- Taught and mentored 60+ undergrad students across 3 UX studio courses covering research, prototyping, and design system thinking.
- Led weekly critique sessions and Figma workshops, boosting prototyping fluency and improving design rationale articulation by 50%.
- Supported curriculum development and project planning across semesters, ensuring timely feedback and team progress.

Visual Designer | Simplified AI | San Francisco, CA (Remote)   Jan 2022-July 2022
- Designed over 900 design components and branded templates, growing the design library by 60% and improving new user onboarding.
- Ensured cross-platform visual consistency across product and marketing through reusable assets and documentation.
- Collaborated asynchronously with global teams to align design decisions with user behavior insights and business KPIs.

UX PROJECTS

Team Lead, UI/UX Designer | Laboratory of Analytical Sciences | Raleigh, NC   Jan 2024-Apr 2024
- Developed a scalable AI-powered compliance dashboard by mapping analyst workflows, eliminating redundancies, and simplifying information hierarchy, resulting in a 30% increase in task clarity.
- Delivered wireframes, interaction models, and pitch decks tailored to legal, dev, and SME audiences—enabling smoother handoff and cross-functional alignment in a high-security context.

UI/UX Designer | SAS Analytic Solutions | Raleigh, NC   Jan 2023-Apr 2023
- Designed a real-time dashboard using sensor data to help logistics teams monitor perishable goods, reduce spoilage, and respond quickly to changes during food transportation.
- Performed quantitative usability assessments and data metrics analysis to optimize dashboard workflows.

EDUCATION

North Carolina State University | Raleigh, NC   May 2025
Master's in Graphic and Experience Design, GPA - 3.96/4
Achievements: Recipient of the distinguished and competitive Social Innovation Fellowship by NCSU, Recipient of the Graduate Student Scholarship

National Institute Of Fashion Technology | Rajasthan, India   May 2020
Bachelor of Design, GPA - 3.24/4

SKILLS

RESEARCH: UX research, heuristic evaluations, surveys, A/B testing, qualitative interviews, card sorting, usability tests, diary studies, WCAG audits.
DESIGN: User-centred design, AI Strategy and Design, wireframing, prototyping, scalable design systems, Visual hierarchy & typography, Agile design.
SOFT SKILLS: Strategic planning skills, communication skills, time management, Detail-oriented, cross-functional collaboration, and visual storytelling.
TOOLS: Advanced Figma, Adobe CC, Sketch, Jira, Miro, Confluence, Slack, Notion, Github, HTML+ CSS basics, Vercel, Supabase, Typeform.