

Rajassvi Venkatesa Babu

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Professional Summary

UI/UX Designer focused on improving usability, engagement, and conversion through research-driven design. Experienced in simplifying complex workflows across B2B and e-commerce platforms, with measurable impact, including +38% increase in session duration and +47% growth in conversions. Skilled in information architecture, interaction design, and usability testing, with end-to-end ownership from problem discovery to high-fidelity execution.

Projects

S&V Automation — B2B UX ([View Project](#))

- Led UX transformation of an industrial website by restructuring information architecture and content strategy
- Reduced navigation complexity and improved findability, increasing session duration by 38%
- Redesigned enquiry flow, resulting in 47% increase in lead generation and aligned navigation with user mental models through research and card sorting

BlockVote — Blockchain Voting App UX ([View Project](#))

- Designed a transparent and accessible voting experience by simplifying complex blockchain concepts
- Reduced cognitive load and improved user confidence in high-trust workflows
- Focused on accessibility and clarity for diverse user groups.

Work Experience

UX/Product Designer, S&V Automation (Chennai, India)

June 2024 – Present

- Led **end-to-end design of responsive product platform interfaces**, translating business requirements into user flows, wireframes, and high-fidelity prototypes.
- Designed dashboards, navigation systems, and complex workflows that **improved usability and increased session duration by 38%**.
- Created reusable **design system components and UI patterns in Figma** to ensure consistency across product interfaces.
- Collaborated closely with developers and stakeholders to ensure design feasibility and accurate implementation.
- Improved layout hierarchy, typography, and interaction clarity to enhance accessibility and overall product usability.

UI/UX Intern, Wish to Wear (London, UK)

Mar 2024 – June 2024

- Conducted usability testing and translated insights into **20+ UX improvements** across mobile and web experiences.
- Designed responsive screens and interaction flows for e-commerce experiences focusing on discoverability and conversion.
- Collaborated with product managers and developers in Agile environments to rapidly iterate on product features.
- Simplified user journeys and reduced interaction friction, improving task success rates during usability testing.

Selling Partner Support (French), Amazon (Chennai, India)

Apr 2019 – Mar 2022

- Analyzed **400+ seller feedback** cases to identify usability challenges in internal tools and workflows.
- Delivered insights that improved dashboard workflows and **reduced support escalations by 20%**.
- Contributed to improvements in multilingual onboarding processes for global sellers.
- Provided product usability insights that informed UX improvements in internal platforms.

AI Assistant, ESC Inc (Chennai, India)

Dec 2018 – Mar 2019

- Supported testing for AI-driven conversational and voice interfaces.
- Assisted in evaluating prototypes and interaction flows for emerging AI experiences.
- Conducted multilingual QA and usability checks, maintaining **98% task accuracy**.

Education and Qualifications

MSc in User Experience Design, Kingston University – 2023

Bachelor of Arts in French Literature, Loyola College – 2018

Professional Skills

Design Tools : Figma | Adobe XD | Photoshop | Illustrator | Sketch

UX & Product Design : Product Design | Interaction Design | Wireframing | Prototyping | Responsive Design | Design Systems | User Flows | Usability Testing

UX Research: User Research | A/B Testing | Accessibility (WCAG) | UX Metrics | Data-Driven Design

Collaboration & Process: Agile Methodologies | Design Thinking | Cross-Functional Collaboration | Stakeholder Communication

Frontend Understanding: HTML | CSS | JavaScript | React | Next.js

Certifications

- Google UX Design Professional Certificate
- Coursera UX Specialization (University of Michigan)