
SHRADHA RAJ

UX and UI | Product Designer

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🔗 LinkedIn Profile | 🎨 Behance Portfolio

Professional Summary

Analytical and business-driven UI/UX & Product Designer with 5+ years of cross-functional experience architecting high-impact digital solutions across healthcare, fintech, e-commerce, and B2B enterprise sectors. Proven expertise in translating complex technical requirements into scalable, intuitive design systems and WCAG-compliant responsive interfaces. Adept at leveraging AI-assisted prototyping frameworks and data-driven user research within Agile/Scrum environments to accelerate product development lifecycles, maximize product adoption, and drive core business metrics

Core Competencies & Technical Skills

- **Design & Strategy** : End-to-End UX Design, Information Architecture, Design Thinking , Wireframing , Interaction Design, User Flow Mapping.
 - **Research & Testing** : Qualitative User Research, Usability Testing, Heuristic Evaluation, Accessibility Compliance (WCAG) , Conversion Rate Optimization.
 - **Systems & Tools** : Figma, Figma AI/Make, Adobe XD, Photoshop, Illustrator, After Effects, Canva Magic Studio, ActivePresenter.
 - **Methodologies** : Agile / Scrum, Cross-Functional Collaboration, Product Prototyping, Design-to-Development Handoff.
 - Knowledge of HTML and CSS to support UI/UX design and developer collaboration
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Professional History

UI UX Designer | Nile Connect (Bangalore, Karnataka, India)

July 2025 – Present

- Spearheaded end-to-end UX design for complex client and administrative enterprise healthcare platforms at ConcertAI, reducing user workflow friction and increasing task completion rates.
 - Partnered closely with cross-functional product teams, engineering leads, and business analysts to translate complex domain requirements into interactive prototypes, wireframes, and scalable UI layouts.
 - Integrated AI-assisted prototyping tools into the active design ecosystem, cutting iteration cycles down to support rapid product development sprints.
 - Designed and audited platform components against digital WCAG accessibility guidelines, achieving full accessibility compliance for inclusive healthcare experiences.
 - Delivered interactive mock-ups and high-fidelity prototypes that streamlined stakeholder design reviews and minimized design debt during developer handoff.
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UI UX Designer | ECAPS (Banglore, Karnataka, India)

May 2025 – June 2025

- Architected user-centered UI/UX infrastructure for EDGE mobile and web products, focusing directly on core financial transaction engines including MATM, DMT, and AEPS.
- Coauthored product feature strategies alongside Product Managers and Engineering to bridge merchant operational constraints with zero-friction digital checkout flows.
- Engineered high-fidelity interactive prototypes and data-transparent UI screens that elevated overall transaction success rates and reinforced consumer financial safety trust.

Design Consultant (Freelance) | ECAPS (Remote)

March 2025 – April 2025

- Led the full-lifecycle mobile UI/UX development for an investment application and e-commerce web platform, focusing on modern dark/light typography scales and cross-device platform responsiveness.
- Designed modular interactive flows for a global Courier Service platform, encompassing critical sub-modules like Bulk Services, Domestic logistics, and automated rate calculations .
- Maximized user retention metrics by aligning early-stage behavioral user insights with clean visual design elements and structural application hierarchies.

UI/UX Developer | Intellirose Software (Bangalore, Karnataka, India)

October 2021 – March 2025

- Managed end-to-end design operations for 4+ concurrent engineering tracks, including Voice Calling systems, Real Estate hubs, Client Web Portals, and Corporate platforms(Website, Ad post).
- Conducted collaborative remote usability testing sessions with active target end-users to uncover behavioral pain points, validating iterative updates that improved overall user satisfaction scores.
- Established formal product documentation templates and contextual step-by-step onboarding tutorial videos, increasing client activation rates and reducing incoming product support tickets.
- Crafted responsive web design grids in sync with dev teams, utilizing After Effects to build custom splash micro-interactions that elevated initial user engagement.

UI/UX Trainee | I-Lanam Technology (Ahmedabad, Gujrat, India)

April 2021 – October 2021

- Translated raw product requirements into structural low-fidelity wireframes and high-fidelity interactive mockups for cross-platform review.
- Published comprehensive User Flow charts and interaction specs that optimized developer cross-handoff and eliminated feature misalignments
- Supported corporate branding initiatives and global recruitment assets by deploying high-impact digital promotional graphics and hiring campaigns.

Education

- Master of Computer Applications (MCA) | JECRC University (Jaipur, Rajasthan, India) | 2018 – 2020
 - Bachelor of Computer Applications (BCA) | Ranchi University (Ranchi, Jharkhand, India) | 2015 – 2018
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