Shoba Jayaraman

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U.S. Citizen

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| Skills |
| UX/UI Design |
| User Research and Testing |
| User and Process Flow |
| Sitemaps |
| Wireframing |
| Prototyping and Storyboarding |
| Interaction and Visual Design |
| Visual Design |
| Website Design and Development |
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| Software Expertise |
| Adobe XD |
| Adobe Illustrator CC |
| Adobe Photoshop CC |
| Balsamiq |
| Omnigraffle |
| Sketch and Invision |
| Keynote |
| Axure RP |
| MS Office |

EDUCATION

* NN/g (Nielson Norman Group) Certification in UX Design, December 2021
* WAI0.1x: Introduction to Web Accessibility (W3Cx) Certification, August 2020
* UX Design Certification from General Assembly, October, 2016
* Web Design with Graphic design concentration at Sessions Online College for Professional Design. January, 2016
* B.S., Physical Therapy, UCA Institute Of Physical Therapy, April, 1996 (Madras, India)
* B.S., Nutrition & Dietetics, Anna Adarsh College for Women, April,1991 (Madras, India)

KEY ACCOMPLISHMENTS

* Worked on state-of-the-art prototyping tools like Sketch, Adobe XD and Figma
* Received positive feedback and accolades for skills in UX/UI design
* Obtained my advanced web design certification degree with graphic design concentration and User Experience design certification.

PROFESSIONAL EXPERIENCE

50/50 Leadership (Freelance) Las Vegas, NV (Remote)

UX/UI Designer October 2020 – Present

* Performed UX research by setting up survey questionnaire.
* Conducted one on one interview session to understand users frustrations and challenges about using the website features.
* Analyzed results utilizing the card sort method.
* Created mockups for the events page to make it easy for users to view the list of events and to sign up for the same.
* Working on redesigning the rest of the pages to make it more user friendly and add features to make it more useful.

Dweebs Global (Freelance) Arlington, VA (Remote)

UX/UI Designer October 2020 – Present

* Created low fidelity wireframes for new website
* Received feedback from stakeholders on design.
* Created multiple design versions for A/B testing.
* Collaborated with stakeholders, marketing and software developer professionals regarding design changes and iterations.
* Participated in weekly meetings.
* Used Figma to create low fidelity and high-fidelity prototypes.
* Added interactions in Figma.
* Created a design system for the Dweebs Global website by creating reusable components and assets to be used by members of the team.

DailySource (Freelance) Sarasota, FL (Remote)

UX/UI Designer October 2020 –March 2021

* Created mockups for new websites related to climate change.
* Cleaned up existing mockups based on new requirements.
* Created multiple design versions for A/B testing.
* Iterate designs based on user's feedback.

Compliance Solutions Strategies (CSS) New York, NY (Remote)

UX/UI Designer June 2019 – MAY 2020

* Worked as a UX/UI and graphic designer for CSS, contributing to implementing new features and maintain

the aesthetics of the existing web pages.

* Work involved all aspects of UX/UI design from wireframes/graphics to creating prototypes and UI elements for Ascendant Compliance Management part of CSS.
* Designed web pages using a variety of graphics software applications, techniques, and tools.
* Led design on a new product (Form CRS Customer Relationship Summary) from ideation to launch taking care of CSS brand guidelines and every aspect of client needs.
* Redesigned and prototyped several features inside the ACM product like the policy and calendar tool.
* Expert knowledge of Adobe XD tool.
* Designed web pages using a variety of graphics software applications, techniques, and tools.
* Collaborated with software engineers, product managers to come up with solutions to existing issues.
* Designed graphic user interface elements, like menus, tabs and widgets.
* Made recommendations for improvement in features based upon competitive research results.
* Conducted A/B testing on a feature for a desktop application to determine which variation performs better for a given conversion goal.
* Created, evaluated and modified prototypes in evolving hardware and software application development based on client needs.
* Single handedly managed all aspects of design for the ACM group.
* Position terminated due to outsourcing of entire team to India.

Proposal Helper, Inc. Herndon, VA

Graphic/ UI Designer Sep 2018 – Feb 2019

* Tasked with creating cover pages for government proposals using vector-based software program.
* Responsible for all proposal related graphics.
* Design UI mockups for a new product that was being prepared for launch.
* Familiar with creating org charts and presentation slides using MSPowerpoint.
* Left ProposalHelper to obtain a position more focused on UX/UI design.

Alpha Beta Creatives. Ashburn, VA (Remote)

Graphic/ UI Designer May 2018 – Sep 2018

* Unpaid Internship position
* Created mockups for the the Apha Beta Creative website using PhotoshopCC
* Created and customized designs for blog themes.
* Created graphics for meetups.
* Behance Profile: https://www.behance.net/shobarajes0e5c

Design for Passion Ashburn,VA (Remote)

Graphic/ UI Designer Feb 2016 – Present

* Currently working on various freelance projects for clients.
* Created mockups for website projects using Balsamic mockups.
* Created logos, invitations, posters and flyers for voluntary organizations in the area and around the country.
* Created UX userflows for the mobile screens.
* Created graphic badges for social media.
* Participated in creating UI screens for the mobile app.
* Did research on various language apps and compiled research data.
* Created user interactions screens using google drawing.

Worked with the following Volunteer Organizations to create banners, logos, magazines, and brochures.

* + War Horse
  + Give A Limb
  + Touching Heart
  + Drop In The Bucket
  + Aiducate
  + Yalda
  + Higher Orbits
  + Global Rescue Relief – Created a infographic for this organization.

inEducation, Inc Feb 2016 – Feb 2017

* Worked on revamping the organization’s existing website.
* Was involved with making decision on design aspects and UI elements for the web page
* Collaborated with other designers and team members to brainstorm ideas for adding features.
* Created low-fidelity wireframes using Figma prototyping tool.

Student Jul 2014 – Feb 2016

* Enrolled as student to obtain Web Design certification with Graphic design concentration at Sessions Online College for Professional Design.
* Received my UX design certification from General Assembly
* Prototype example: https://projects.invisionapp.com/share/5G8XALQF6#/screens

Stay at home Mom Aug 2004 – Jul 2014

* Stay at home mom that raised two kids while maintain our home and family.
* Did freelance stuff for not for profit and Voluntary organizations

BAE Systems, Inc. Washington, DC

Web Developer May 2001 – Aug 2004

* Worked on data validation effort for Smart Map application. Conducted a thorough search for the various airports using both airport identification codes and airport names on the AVN website.
* Worked with the Web team in developing and maintaining both the Internet as well as the Intranet websites for the FAA.
* Developed forms, templates using ColdFusion. Developed and maintained web-based database applications and dynamic content web sites.
* Was the go to person within the team for various software applications such as ColdFusion, Dreamweaver, Ultradev, and Fireworks.
* Assisted in the development of migrating existing legacy web applications into ADA-compliant (Section 508”) products.

CCSI, Inc. Rockville, MD

Web Developer May 2000 – May 2001

* Working with CSS and CFML, maintained and updated the NASA ODIN web site based on requests from the users of the five NASA research centers. These requests needed to be implemented in both the PC and Mac Environment. The web page would usually be on a particular subject (such as security) and will have links to other resources specific to that subject
* Created a PKI web page for Glenn research center. Created a dynamic form page for scheduling refresh activities (for Ames research centre) using ASP.
* Created a small coldfusion application for NASA to send text page over the Internet. Used Cold Fusion to create forms to be used in the ODIN web sites.
* Used Adobe Photo Shop to create various effects in images and thus enhance the appearance of the web sites. Created Drop-down menus using HTML code, Cascading Style Sheets, and Java Script.
* Worked with Seagate Crystal Reports 8.0 to invoice the Government for the NASA ODIN Program.
* Maintained the corporate web site and used meta tags and Java Script to enhance the appearance of the web site.