Bhavyasree Raj

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PROFESSIONAL SUMMARY

I'm a designer with 4+ years of experience turning complex user journeys into intuitive experiences. I turn complexity into simple, meaningful designs that connect with people. I focus on understanding how users think, asking the right questions, and building design systems that are clear yet flexible. Working closely with agile teams, I create solutions that are practical and human-centered.

WORK EXPERIENCESS

Product Designer   Jun 2024 - Present
Genie Technologies Inc. • Toronto

- Genie is a platform that connects teachers with students, offering both a web app and a mobile application. I lead and execute the end-to-end design process for these platforms, delivering user-centered experiences.
- Spearheaded the **entire design journey from concept to launch (0 to 1).**
- Conducted user research, and usability testing to ensure designs align with business goals and user needs.
- Collaborated with stakeholders to craft seamless digital experiences, addressing user pain points with innovative, practical solutions.
- Established and maintained design systems**, reducing development time by 15%** through consistent and streamlined design implementation.

UX design Intern   Mar 2024 - Jun 2024
INSPIRELY STEAM EDUCATION • Toronto

- INSPIRELY is an ed-tech platform that connects students with educational opportunities, offering interactive webinars in addition to other learning resources.
- Designed wireframes, low-fidelity prototypes, and user flows to enhance website navigation and engagement, specifically targeting young learners and their parents.
- Conducted usability testing to refine architecture and interactivity, **leading to a 36% increase in user engagement and conversion rates.**
- Developed a cohesive brand identity, including logo refinements, color schemes, and typography, ensuring consistency across all digital and print materials.
- Designed social media content using Canva and Illustrator to boost brand awareness and promote webinar participation, driving user engagement.

User Experience Designer   Aug 2021 - Aug 2023
Tata Consultancy services • Bangalore, India

- Redesigned a B2B Website for BT (British Telecom) and Improved usability and **boosted click-through rates by 45%,** enhancing user engagement and creating a more intuitive navigation experience.
- Improved task completion rates by streamlining user flows, making it easier for users to complete critical actions and **increased the task completion rates by 38%.**

- Created wireframes and conducted prototyping for a new website, collaborating with diverse teams to develop a high-quality user interface (UI).
- Collaborated with process designers, developers, testers, and project managers in agile environment to deliver iterative and user-centered design solutions.

EDUCATION

Graduate Certificate with Honors in UX Design   Aug 2023 - Aug 2024
Humber College • Etobicoke, Ontario

- Specialized in user research, wireframing, prototyping, interaction design, and usability testing.
- Achieved Dean's List recognition in all semesters.
- Cumulative GPA 3.47

Bachelor of Technology with Honors   Aug 2017 - Jun 2021
APJ Abdul Kalam Technological University • Kerala, India

- Concentration: Computer Science and Engineering
- Cumulative GPA: 3.21

VOLUNTEER WORK

Graphic Designer   Jun 2018 - Jun 2021
National Service Scheme • Kochin

- Designed event posters, flyers, and promotional materials to effectively communicate campaign objectives and initiatives.
- Collaborated with teams to understand design needs and deliver creative, impactful solutions.
- Played a pivotal role in enhancing event visibility and engagement through visually compelling designs.
- Created impactful posters for a blood donation camp, which led to nearly 100 attendees, far exceeding the expected turnout.

SKILLS AND EXPERTISE

- **Design Tools:** Adobe Creative Suite (After Effects, Photoshop, Illustrator, Premiere Pro, InDesign), Figma, Sketch, Adobe XD, InVision, Marvel, Axure, Canva
- **UX/UI Design:** Motion-Driven Prototyping, Wireframing, User Research, Interaction Design, Visual Design, Human-Centered Design, Accessibility (WCAG), Usability
- **Motion Graphics:** UI Animation, Micro-interactions, Dynamic Prototypes
- **Design Systems:** Development, Maintenance, Consistency Across Platforms
- **Research & Testing:** Usability Testing, User Surveys, A/B Testing, Quantitative and Qualitative Data Analysis
- **Core Competencies:** Problem Solving, Brand Identity Development, Interactive Digital Storytelling
- **Methodologies:** Agile Development, User-Centered Design, Iterative Design
- **Web Technologies:** HTML, CSS, JavaScript/TypeScript, Angular, React
- **Additional Skills:** Interaction Models, Prototypes, Service Blueprints