

# Rashmi Jha

Product, visual and communication designer with 3+ years of experience who thrives in high impact spaces, ambitious teams and great culture.

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## EXPERIENCE

### Walgreens, Remote — Sr. UX Designer

Aug 2022 - PRESENT

It's a design sprint to improve the user experience of Walgreens existing Identity Management portal called MyPassport.

Responsible for planning the project into 4 weeks to make it more agile.

Conducted Heuristic Analysis to identify the existing user experience challenges.

Responsible for conducting User Interviews with stakeholders and end users to understand the pain points.

Present the findings to the client along with the new design recommendations.

### Salesforce, San Francisco — Sr. UX Designer

Nov 2021 - July 2022

Responsible for designing the Service console for Cisco engineers to resolve their customer cases.

Led User Research, Information Architecture, Interaction and Visual Design while Working with Engineers, Product Owner, Product Manager to define user's requirements and road map.

Created a new interface to enable the automation of producing customer facing reports for quarterly reports to Cisco's critical clients for high touch relationship managers. This can save upto 30 mins of manual analysis.

### Freelancer, Remote — UX Designer

August 2020 - Sep 2021

Led UX / Product design initiatives for start-ups and small tier companies most notable:

TeckLink: Led the research and design of a brand new concept of connecting entrepreneurs and investors on the same platform. In the seeding phase over 2k entrepreneurs and over 5k investors registered for this app.

Lead design thinking sessions to evaluate user needs and client expectations, formulate user stories in Jira and receive immediate feedback from team members.

## SKILLS

Requirements gathering  
Wireframing  
Prototyping  
Storyboarding & User stories  
Design thinking sessions  
Accessibility  
Business process mapping  
User Research  
Persona creation  
Usability Testing  
Information Architecture  
Agile  
Collaboration  
Project Management

## Tools

Figma  
Sketch  
Invision  
Aha  
Jira

## Certifications

2019- Springboard UI/UX Design  
2018- Certified Scrum Master  
2018- SAFe 4 Certified Agilist

## **Podd, Remote — UX Designer**

Jan 2020 - Sep 2020

It's a fin tech mobile app, which helps users to track all the Gmail based financial documents

Leveraging Jakob Nielsen's principles performed the heuristic evaluation to uncover pain points with the design and prepared a detailed report.

Used figma to redesign their UI that include sign-up screens to enhance visual aesthetics of an otherwise text heavy app which increased the user retention by 17%..

Increased sign-ups( +10%) by redesigning the sign up screens.

## **Education**

**Hult International Business School**, San Francisco — *MBA*, July 2017