

RAJU JHA

Sr. UI/UX & AI Experience Design Lead | AI-Driven Research | Interaction Design | Digital Solutions

+91-9990 140 744 @ rajujha.designer@gmail.com <https://www.linkedin.com> www.rajujha.com Delhi, India

EXPERIENCE



Sr. UI/UX & AI Experience Design Lead - Research, Interaction & Intelligent Interfaces

Panacea Biotec Pharma Ltd 11/2024 - Present Delhi, India
<https://www.panaceabiotec.com>, <https://www.7nshop.com>

Healthcare, Vaccine, D2C, and SaaS Product company

- Led AI-driven UX/UI design for 5+ digital products, boosting brand consistency and improving user trust and retention.
- Conducted AI-assisted user research across Healthcare, D2C, and SaaS domains, gathering insights that enhanced user engagement by 30%.
- Developed AI-informed user personas, journey maps, and user flows, contributing to a 30% rise in engagement.
- Designed wireframes and prototypes, reducing user errors by 20% and boosting usability.
- Created scalable design systems and interfaces, increasing brand recognition by 25%.
- Improved user engagement by 25% through data-driven and AI-personalized UI experiences on web and mobile platforms.
- Conducted AI-supported usability testing and performance analysis, resulting in a 20% increase in user satisfaction.



Tech Lead/ Sr. UI/UX Designer

NEC Corporation India Pvt. Ltd 08/2019 - 05/2024 Noida, India
<https://in.nec.com/>

Biometric, Education, Job Portal, and SaaS Product company

- Elevated learning engagement by crafting interactive modules which improved user retention rates by {40%}.
- Revamped learning outcomes by integrating multimedia elements, resulting in a {20%} increase in user engagement.
- Drove engagement improvement, resulting in {15%} growth by translating goals into detailed design documents using Canvas, Adobe XD, and Figma.
- Polished user satisfaction, impacting metrics positively by {30%} through user research via interviews and surveys.
- Improved user engagement by enhancing usability through the creation of {100} wireframes and interactive prototypes.
- Expanded cross-device usability by developing {50} responsive interfaces for apps and websites, improving overall user experience.
- Ensured smooth design implementation by collaborating with development teams across {60} projects, providing technical guidance.



Sr. UI/UX Designer

TV18 Home Shopping Network Ltd. 12/2018 - 08/2019 Noida, India
<https://homeshop18.shop>

E-commerce, B2B, B2C, and Media industries

- Established {35%} increase in positive user feedback by conceptualising optimised digital experiences through user research and collaboration with cross-functional teams.
- Collaborated with UX researchers to convert insights into actionable design solutions for E-commerce, B2B, B2C, and Media applications.
- Resulted in improved user retention by {20%} through tailored designs for healthcare and e-commerce personas and journey maps.
- Fulfilled a {25%} increase in user satisfaction by launching {3} new features based on extensive research methodologies.
- Delivered design solutions coordinated with business goals, achieving {20%} increase in client satisfaction by engaging with clients to gather requirements.
- Maintained design integrity across {20} projects by producing detailed documentation including wireframes and prototypes, resulting in consistency.

SUMMARY

Sr. UI/UX and AI Experience Design professional with 12 years of experience in AI-driven user research and interaction design, expert in AI-enabled user research and data-based design strategies. Notable achievements include leading AI-driven UX/UI design for more than 5 digital products, resulting in a 30% increase in user engagement and a 25% improvement in brand recognition. A position as Sr. UI/UX & AI Experience Design Lead is sought at Panacea Biotec Pharma Ltd., where user research and interaction design skills will be utilized to support the mission of developing and manufacturing affordable vaccines and pharmaceuticals to improve global health.

SKILLS

Technical Skills

UX UI User Research Figma

Empathy Mapping Journey Mapping

User Flows Information Architecture

Card Sorting Human-Computer Interaction

Storyboarding Wireframing Adobe XD

AB Testing CX HCI FCP Prototyping

Design Systems HTML5 Responsive Design

Mobile Apps Zeplin Web Design

Illustrator Photoshop InDesign Sketch

SASS LESS CSS3 Bootstrap5

JavaScript Jira WordPress Web Usability

Angular ReactJS Git GitHub

Bitbucket Video Editing After Effects

Framer

EXPERIENCE



Sr. UI/UX Designer

Junglee Games India Pvt. Ltd

02/2018 - 11/2018 Delhi, India

<https://www.jungleegames.com>, <https://www.jungleerummy.com>

Gaming, SaaS Product company

- Attained a {25%} boost in user engagement for gaming products by designing intuitive user experiences focused on satisfaction.
- Streamlined product lineup by refining {10} product lines through actionable insights derived from user research and collaboration.
- Gathered insights driving a {30%} enhancement in user experience through conducting usability testing and user interviews.
- Improved user flow in {5} game features through the creation of effective wireframes and prototypes, enhancing navigation ease.
- Accomplished brand compliance in {5} gaming applications by developing visually appealing interfaces harmonized with brand guidelines.
- Successfully managed {5} projects simultaneously, ensuring stakeholder updates matched with project goals throughout the phases.



UI/UX Designer

Akhil System Pvt. Ltd

09/2015 - 08/2017 Delhi, India

<https://akhilsystems.com>

Healthcare, B2C SaaS Product company

- Mapped out user-centric interfaces for healthcare applications, focusing on B2C interactions and dashboards.
- Identified user pain points across {20} projects, refining the development process and boosting efficiency.
- Ensured impactful user experience by implementing design strategies integrated with client brand values for {5} projects.
- Boosted patient engagement by developing Android applications for {2} major healthcare providers, enhancing user access.
- Boosted workflow efficiency by aligning processes with {10} development teams during product lifecycle management.



Sr. Web Designer

Vijn IT Solutions Pvt. Ltd

05/2014 - 08/2015 Delhi, India

Healthcare, Travel, B2B, B2C, E-commerce, Real Estate

- Designing And Augmented visually appealing and user-friendly websites for a diverse clientele across Healthcare, Travel, B2B, B2C, E-commerce, and Real Estate industries.
- Improved brand recognition by refining marketing materials, achieving {30%} more visibility through logos and ads.
- Completed enhanced knowledge transfer effectiveness by creating {10} sets of engaging training materials for stakeholders.
- Incorporated multimedia content to enhance learning effectiveness, achieving a {20%} increase in user retention.
- Seamlessly integrated design elements by collaborating with {5} different teams, ensuring brand consistency across {3} platforms.



Web Designer

eAge Software Service Ltd

06/2012 - 05/2014 Delhi, India

<https://www.eagetutor.com>

Education, Job Portal

- Designed {15} engaging interfaces for educational websites and job portals, focusing on enhancing user experience through intuitive navigation.
- Developed {10} visually appealing graphics and animations to elevate online learning and job search platforms.
- Constructed {5} interactive learning modules using Articulate Storyline and camtasia, boosting learner engagement.
- Upgraded learning outcomes by integrating multimedia components, resulting in a {25%} increase in user engagement.
- Ensured seamless design integration by collaborating with {5} developers, streamlining operational processes.

SKILLS

Core Competencies

User-Centric Design Visual Design

Interaction Design Problem-Solving

Collaboration Analytical Skills

Communication

Soft Skills

Adaptability Communication Creativity

Collaborative Dedicated Empathy

Organized Problem Solving Research

Strategic Thinking Time Management

CERTIFICATIONS

World Techno con IIT Delhi in Association with TRYST - (Mar 2025)

Certificate in User Experience (UX) Design with AI

Baagdi Solutions Pvt. Ltd - Sept 2024

Certificate in Website UI Designing Course Using Figma

Code Help - Nov 2023

Certificate in Web Development Bootcamp - MERN Stack

Baagdi Solutions Pvt Ltd - Nov 2022

Certificate in Mobile App UI Designing Certificate Course

Baagdi Solutions Pvt Ltd - Sept 2022

Certificate in UX Designing Certificate Course

Interaction Design Foundation (IDF Institute) - Sept 2020

Certificate in Design Thinking: The Beginner's Guide

Animation & Digital Education Center - Two Years (ADMEC Institute) - (Mar 09 - Oct 10)

Certificate in Multimedia Animation

EDUCATION

Master of Computer Applications

Jaipur National University

2018 - 2025 Jaipur- Rajasthan, India

Bachelor of Arts (Pass)

Delhi University

07/2005 - 12/2008 Delhi

HOBBIES AND STRENGTHS



Hobbies

Reading, Music Movie, Gaming, Travel

MY WORK

Behance Link:

<https://www.behance.net/rajujha>

My Portfolio Link

<https://www.rajujha.com>

CLIENT WORK

<https://react-test-ui-telemetry-dashboard.vercel.app/>

<https://www.7nshop.com>

<https://www.powergummies.com>

<https://www.panaceabiotec.com>

<https://www.in.nec.com>

<https://www.eagetutor.com>

<https://www.akhilsystems.com>

<https://www.jungleegames.com>

<https://travelnindia.com>

<https://homeshop18.in>

HOBBIES AND STRENGTHS



Strengths

Honest, Leadership, and Hardworking

LANGUAGES

English

Proficient ●●●●●○

Hindi

Native ●●●●●●

VISA



USA Visa

📅 10/2023 - 10/2032

B1/B2 Visa