

RAJU JHA

Senior Product Designer & UI Developer | AI Experience Design Lead

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

EXPERIENCE



Sr. Product Designer & UI Developer | AI Experience Design Lead

Panacea Biotec Pharma Ltd 11/2024 - 04/2026 Delhi, India
<https://www.panaceabiotec.com>, <https://www.7nshop.com>

Healthcare, Vaccine, D2C, and SaaS Product company

- Increased user satisfaction by 20% by implementing AI-driven usability testing and behavioral heatmap analysis across key user journeys
- Led design strategy for 5+ digital products (vaccine platform, D2C store, SaaS portal), driving 30% higher engagement and 25% brand recall
- Conducted AI-assisted user research across Healthcare, D2C, and SaaS domains using structured interviews, surveys, and AI synthesis tools - surfacing actionable insights that shaped product roadmaps
- Redesigned critical user flows and prototypes in Figma, reducing task errors by 20% across high-frequency interactions
- Built and shipped scalable, reusable UI component libraries in React JS, cutting design-to-development handoff time and ensuring consistency across 3 products
- Translated design systems into production-ready interfaces - both designing and implementing responsive React JS frontends, improving page performance and engagement by 25%



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

- Led UX and frontend delivery across 60+ enterprise projects, ensuring scalable and consistent design systems.
- Improved user retention by 40% through gamified learning experiences and responsive multimedia interfaces.
- Increased engagement by 20% by redesigning eLearning interfaces in collaboration with instructional design teams.
- Created 100+ wireframes and interactive prototypes in Figma and Adobe XD, driving a 15% improvement in task completion rates.
- Delivered 50+ responsive interfaces across web and mobile, expanding cross-device usability for enterprise users.
- Boosted user satisfaction by 30% through continuous usability research using structured interviews, surveys, and heuristic evaluations.



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

- Increased positive user feedback by 35% by designing optimized digital experiences for e-commerce and media applications through user research and cross-functional collaboration.
- Increased user retention by 20% using persona-driven design and journey mapping.
- Launched 3 new product features based on in-depth research methodologies, driving a 25% increase in user satisfaction scores.
- Maintained design integrity across 20 projects by producing detailed wireframes, prototypes, and design documentation.
- Delivered design solutions aligned with business objectives, achieving a 20% increase in client satisfaction scores.

SUMMARY

Senior UI/UX & AI Experience Design Lead with 12 years of experience building digital products across Healthcare, SaaS, D2C, and Gaming. Expert in design systems, AI-assisted user research, and React-based UI implementation - a rare hybrid of design thinking and frontend delivery. Track record of measurable outcomes: 30% engagement lift, 25% brand recognition improvement, 20% error reduction across 5+ digital products. Seeking a Lead or Principal Designer role where research depth and frontend capability drive product decisions.

SKILLS

UX & Design

[Figma](#) [Adobe XD](#) [Sketch](#) [Prototyping](#)

[Wireframing](#) [Design Systems](#) [User Flows](#)

[Information Architecture](#) [Empathy Mapping](#)

[Journey Mapping](#) [Card Sorting](#) [AB Testing](#)

[Storyboarding](#) [Usability Testing](#) [HCI](#)

[Usability Testing](#) [Product Design](#)

[UX Research](#) [Design Systems](#)

[Usability Testing](#) [Interaction Design](#)

Frontend Development

[HTML5](#) [CSS3](#) [SASS/LESS](#) [Bootstrap 5](#)

[JavaScript](#) [Responsive Design](#) [Zeplin](#)

[Git/GitHub](#) [WordPress](#) [React JS](#) [Angular](#)

AI & Research Tools

[AI-assisted UX Research](#) [Figma AI](#)

[ChatGPT \(Research Synthesis\)](#) [Ideation](#)

[Midjourney \(concept mockups\)](#)

[Maze \(usability testing\)](#) [Hotjar](#)

[Google Analytics](#)

Creative & Motion

[Adobe Illustrator](#) [Photoshop](#) [InDesign](#)

[After Effects](#) [Framer](#) [Video Editing](#)

EXPERIENCE



Sr. UI/UX Designer

Junglee Games India Pvt. Ltd

02/2018 - 11/2018 Delhi, India

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

Gaming, SaaS Product company

- Boosted user engagement by 25% for gaming products by designing intuitive, satisfaction-focused user experiences tailored to competitive gaming personas.
- Drove a 30% enhancement in user experience by leading usability testing and user interviews across 5 game features.
- Refined 10 product lines through actionable research insights, streamlining the product lineup and improving discoverability.
- Ensured brand compliance across 5 gaming applications, developing visually consistent interfaces aligned with brand guidelines.



UI/UX Designer

Akhil System Pvt. Ltd

09/2015 - 08/2017 Delhi, India

<https://akhilsystems.com>

Healthcare, B2C SaaS Product company

- Designed user-centric interfaces for healthcare B2C applications and clinical dashboards, improving patient access and usability.
- Identified and resolved user pain points across 20 projects, refining development processes and boosting delivery efficiency.
- Boosted patient engagement by building Android application UIs for 2 major healthcare providers.
- Aligned design processes with 10 development teams across the product lifecycle, ensuring smooth implementation.



Sr. Web Designer

Vijn IT Solutions Pvt. Ltd

05/2014 - 08/2015 Delhi, India

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

- Designed user-friendly websites for a diverse client base across 6 industries, improving brand recognition by 30% through refined marketing materials and visual design.
- Collaborated with 5 cross-functional teams to ensure brand consistency across 3 platforms.
- Increased knowledge transfer effectiveness by creating 10 sets of engaging training materials for stakeholders.



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, improving user experience through intuitive navigation.
- Boosted learner engagement by 25% by integrating multimedia components and building 5 interactive learning modules using Articulate Storyline and Camtasia.
- Collaborated with 5 developers to ensure seamless design integration and streamlined operational processes.
- Improved user engagement by 25% by designing 15 intuitive interfaces for educational and job portal websites.
- Enhanced interactive learning by developing 5 modules with Articulate Storyline and Camtasia, increasing engagement by 25%.
- Coordinated with 5 developers to integrate designs, ensuring seamless operational workflows across projects.

MY WORK

Behance Link:

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

My Portfolio Link

<https://www.rajujha.com>

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



Strengths

Honest, Leadership, and Hardworking

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://travelindia.com>

<https://homeshop18.in>

LANGUAGES

English

Proficient ●●●●●

Hindi

Native ●●●●●

VISA



USA Visa

📅 10/2023 - 10/2032

B1/B2 Visa