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|  | **Shoba Jayaraman** | shobawork@gmail.com  703.473.5502  Ashburn, USA 20148 |

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| **Professional Summary**  Dynamic UX/UI Designer with proven expertise at Acuity, Inc., specializing in user research and prototyping. Skilled in Figma and Adobe Creative Suite, I excel in crafting user-centric designs that enhance engagement. Adept at collaborating with cross-functional teams, I consistently deliver innovative solutions that elevate user experiences and drive project success.  **Skills**   * UX/UI design and prototyping * User research and testing * Process flow and sitemaps * Wireframing and storyboarding * Interaction and visual design * Website design and development * Adobe Creative Suite proficiency * Figma and Sketch expertise * Project management tools (Jira, Confluence) * Presentation skills (Keynote)   **Education**  Certification in UX Design  NN/g (Nielson Norman Group)  12/2021  WAI0.1x: Introduction to Web Accessibility  W3Cx  08/2020  UX Design Certification  General Assembly  10/2016  Web Design with Graphic design concentration  Sessions Online College for Professional Design  01/2016  B.S.  UCA Institute of Physical Therapy  Madras , India  Physical Therapy, 04/1996  B.S.  Anna Adarsh College for Women  Madras , India  Nutrition & Dietetics, 04/1991 | **Personal Information**  **My Portfolio: www.shobauxportfolio.com**  **Citizenship: U.S. Citizen**  **Clearance: Active Top-Secret Clearance**  **Key Accomplishments**   * Worked on state-of-the-art prototyping tools like Adobe XD, Figma and Sketch * Created an entire Design System in Figma singlehandedly for a technology challenge * 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**  **Acuity, Inc**  *Senior UX/UI Designer | Reston, U.S.       04/2022 to Current*  **Contract**: Department of Homeland Security (DHS) RAVEN Project   * Designed low and high-fidelity mockups, prototypes, and wireframes for Homeland Security Investigations (HSI) cloud applications * Collaborated with developers and tech leads to facilitate smooth transitions for agile development * Conducted user testing sessions to gather insights and iterated designs accordingly * Implemented a custom-built design system to standardize UX/UI patterns and enhance efficiency * Ensured compliance with web accessibility Section 508 standards across all design elements * Worked closely with Scrum Masters to optimize workflow and project delivery * Focused on user-centered design principles to drive improvements in Homeland Security initiatives * Designed intuitive interfaces that are visually appealing, user-friendly, accessible and consistent across multiple platforms   **Design for Passion**  *Freelance UX /UI/Graphic Designer | Ashburn, U.S.       05/2020 to 03/2022*  Volunteered for the following non-profit organizations to create wireframes and prototypes for UX/UI Design Work  ***Dweebs Global, Daily Source, Alpha Beta Creatives, inEducation***   * Executed various freelance projects for diverse clients * Designed logos, invitations, posters, and flyers for local and national voluntary organizations * Created UX user flows for mobile screens to enhance user experience * Produced various design versions for A/B testing to optimize user experience * Incorporated user feedback to iterate and improve designs effectively * Collaborated with stakeholders, marketing, and software developers on design iterations * Established a design system for Dweebs Global through reusable components and assets   **Compliance Solutions Strategies (CSS)**  *UX/UI Designer | New York, U.S.       06/2019 to 05/2020*   * Redesigned and prototyped key features within ACM product, enhancing user experience and functionality * Led design of Form CRS Customer Relationship Summary from ideation to launch, adhering to CSS brand guidelines * Collaborated with software engineers and product managers to develop effective solutions for existing challenges * Conducted A/B testing on desktop application features to optimize conversion rates * Created and modified prototypes based on evolving client needs and technological advancements * Designed graphic user interface elements including menus, tabs, and widgets to improve usability * Utilized Adobe XD to produce high-quality wireframes and UI components for web pages * Managed all design aspects for ACM groups ensuring consistency and quality throughout projects   **Proposal Helper, Inc.**  *Graphic/ UI Designer | Herndon, U.S.       09/2018 to 02/2019*   * Created cover pages for government proposals using vector-based software * Designed UI mockups for a new product launch, ensuring user-friendly interfaces * Produced organizational charts and presentation slides utilizing MS PowerPoint * Transitioned from ProposalHelper to focus on UX/UI design career advancement   **BAE Systems, Inc.**  *Web Developer | Washington, U.S.       05/2001 to 08/2004*   * Developed and maintained web-based database applications and dynamic content websites * Developed and maintained web-based database applications and dynamic content websites * Assisted in migrating legacy web applications to ensure compliance with ADA Section 508 standards   **CCSI, Inc.**  *Web Developer | Rockville, U.S.       05/2000 to 05/2001*   * Maintained and updated NASA ODIN website for five research centers based on user requests |