Rajesh Pagadala

UX Architect & Senior UI/UX Designer

rajesh.pagadala91@gmail.com
+447824381175

LinkedIn: https://www.linkedin.com/in/rajesh-pagadala-019a9319
Portfolio: https://www.rajeshpagadala.com

Summary

Seasoned UX/UI Design Leader with 14 years of expertise in crafting innovative, user-centered digital experiences. Proven success in driving end-to-end design solutions in B2B SaaS environments, with a deep focus on User Research, Design Thinking, and Product Design. Adept at delivering intuitive and impactful designs that enhance user engagement across web and mobile platforms. Highly skilled in cross-functional collaboration, leading design teams, and working directly with business stakeholders to align design strategies with business objectives. Proficient in Figma, Sketch, Adobe Creative Suite, and front-end technologies like React and Angular.

Core UX Design Skills

User Research & Insights: Persona development, user journey mapping, and usability testing.
Design Leadership: Leading teams through design systems, accessibility standards, and user-centered design practices.
Wireframing & Prototyping: Expert in creating prototypes and wireframes that bring concepts to life.
Interaction & Visual Design: Crafting seamless, user-friendly interfaces with a focus on interaction design.
B2B SaaS Expertise: Strong background in designing scalable and robust solutions for enterprise clients.

Technical Skills

Design Tools: Figma, Sketch, Adobe XD, InVision, Axure, Adobe Creative Suite
Front-end Development: HTML, CSS, SCSS, JavaScript, ReactUI, Angular
Prototyping Tools: Figma, Axure, Marvel
Development Collaboration: UX methodologies, Agile, Scrum, Atlassian suite, Jira & Confluence

Achievements

- Led design and research for 50+ high-impact projects across web and mobile platforms.
- Successfully developed and scaled design systems across multiple product teams.
- Specialized in enhancing user experience using AI and advanced UX research techniques.
- Delivered seamless, intuitive user experiences and retention across B2B SaaS products.
- Specialized in AI with UX Designing and UX Research.

150 +
Projects

05
Certifications

Experience

UX Architect & Senior UI/UX Designer
October 2021 – Till Date
Farnell Global Pvt ltd, London, UK

Responsibilities:

- Led and mentored a multidisciplinary design team, fostering collaboration and high-quality outcomes.
- Collaborated with stakeholders to define project goals and user requirements, aligning design strategies with business objectives.
- Conducted user research and usability testing to uncover pain points and guide design decisions.
- Created and implemented a unified Design System for 47 global websites to ensure consistency and efficiency.

Achievements:

- Delivered a scalable Design System based on Carbon Design principles, significantly improving consistency and reducing design iteration time.
- Enhanced the e-commerce experience, leading to a 20% increase in customer satisfaction scores post-launch.
- Achieved a 25% growth in mobile transactions by optimizing mobile-first design practices.
- Integrated data-driven research practices, enabling a 15% improvement in feature adoption rates across global websites.
- Reduced cart abandonment rates by 30% through the implementation of a simplified and intuitive checkout process.
- Improved accessibility compliance across all websites, increasing usability for users with diverse needs and adhering to WCAG standards.

Impacts:

- Increased overall site revenue by 18% within the first year of redesign implementation, driven by improved user engagement and streamlined workflows.
- Enhanced usability across 47 global websites, serving over 70 million visitors annually, resulting in 350 million page views with a smoother and more cohesive user journey.
- Boosted developer efficiency with the adoption of a unified Design System, reducing back-and-forth during implementation phases.
- Strengthened the brand's global presence by aligning multilingual and multi-currency platforms, improving trust and user retention across international markets.
- Empowered cross-functional teams with actionable insights from research, leading to better decision-making and alignment with user needs.
- Gained positive feedback from stakeholders, reinforcing the value of user-centered design in achieving business objectives and driving project approvals.

Lead User Experience Designer

September 2019 - August 2021

Legato Health Technologies LLP, Bangalore, India

Responsibilities:

- Led UX design for B2B and B2C healthcare SaaS applications, including a Provider Ranking system.
- Collaborated with teams across the US, UK, and Canada, ensuring consistent delivery.
- Conducted research with 100+ users, including patients and providers, to gather insights.
- Managed and mentored the onsite UX team, fostering a user-centered design culture.
- Delivered 15+ presentations and workshops to management on the importance of UX/UI in healthcare.

Achievements:

- Improved provider efficiency, reducing time spent on administrative tasks by 30 minutes per day.
- Reduced patient data errors by 20% through better information retrieval design.
- Developed a Provider Ranking system used by 150+ healthcare institutions, aiding in better decision-making.
- Redesigned a patient-facing mobile app, increasing user engagement by 40% in six months.

Impact:

- Helped 100+ healthcare institutions adopt the platform, improving workflows for over 5,000 healthcare professionals.
- Streamlined patient care processes, enabling quicker access to critical information and faster decision-making.
- Elevated the strategic focus on UX/UI design, underscoring its role in improving healthcare delivery.

Senior UX/UI Designer

December 2015 - September 2019

Schneider Electric India Pvt. Ltd, Bangalore, India

Responsibilities:

- Designed the Ecoreach application, which integrates real-time device blocksets for electrical control panels, monitoring and alerting for faulty devices, earth leakage, and disturbances.
- The app connects to SaaS software to provide critical data and insights to users in the field.
- Collaborated with engineers, end-users, and stakeholders to conduct research, ensuring that the application met the needs of both technical users and those on the ground managing electrical systems.
- Led the creation of a unified design system for Schneider Electric, standardizing the design across 83 applications and resolving previous inconsistencies in visual design and user experience.

Achievements:

- Designed and launched Ecoreach, which helped improve real-time monitoring and device diagnostics for electrical control panels, reducing downtime and increasing the efficiency of maintenance teams.
- Created a design system that enabled consistency across all Schneider Electric applications, improving cross-team collaboration and reducing development time by ensuring reusable design components.
- Conducted extensive user research with over 50 engineers and end-users, ensuring that the Ecoreach app addressed real-world needs and technical requirements.

Impact:

- Ecoreach application significantly enhanced the detection of electrical issues, enabling faster identification of problems, reducing downtime, and improving system reliability across industrial sites.
- The unified design system streamlined design processes across 83 applications, improving user experience consistency and supporting Schneider Electric's commitment to innovation and high-quality solutions in the electrical domain.

Prior Experience

UI/ UX Designer & Developer
Refine Interactive Pvt Ltd., Bangalore, India

November 2012 – December 2015

Web Designer
Easy Link India Pvt Ltd, Chennai, India

August 2010 - October 2012

Education

Bachelor of Computer Science
Alagappa University, Chennai, India

2008 - 2011

Diploma in Multimedia and Specialized in UX Design
Arena Animation, Chennai, India

2008 - 2010

Certifications

Specialization in User-centric Design
Arena Animation, Chennai, India

2010

Complete Web & Mobile Designer: UI/UX, Figma, +more
Udemy

2023 - 2024

Using AI in the UX Design Process
LinkedIn

2024