**Rajesh Pagadala**

**UX Architect / Senior Product UI/UX Designer**

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**Professional Summary**

Experienced UX/UI Product Design Leader in delivering user-centered digital solutions. My expertise spans user research, design thinking, and product design, where I craft scalable and impactful experiences across web and mobile platforms. I am passionate about fostering collaboration within cross-functional teams, mentoring design talent, and driving a culture of innovation. With a strategic mindset, I align design strategies with business goals, ensuring that every solution not only enhances user satisfaction but also contributes to measurable business outcomes. My focus is on creating intuitive, seamless, and engaging experiences that empower users while driving product success and growth.

**Core Skills**

**User Research & Insights :** Persona creation, user journey mapping, usability, A/B testing, data-driven decision-making.
**Design Leadership :** Building scalable design systems, ensuring accessibility compliance (WCAG), and driving UX best practices.
**Wireframing & Prototyping :** Creating high-fidelity interactive prototypes, wireframes, and user flows using industry-standard tools.
**Interaction & Visual Design** : Designing seamless, user-friendly interfaces with a focus on intuitive user interactions and usability.
**Leadership & Collaboration :** Leading design teams, mentoring junior designers, managing stakeholders, and working in Agile & cross-functional teams.

**Technical Skills**

**Design Tools**: Figma, Sketch, Adobe XD, InVision, Axure, Framer

**Prototyping**: Figma, Axure, Marvel, ProtoPie

**Collaboration Tools**: Atlassian Suite, Jira, Confluence, Miro, FigJam

 **User Research & Testing**: Maze, Lookback, UserTesting, Hotjar

 **Development Knowledge**: HTML, CSS, SCSS, JavaScript, React, Angular, Tailwind CSS

**Experience**

**UX Architect & Senior Product UI/UX Designer**
Farnell Global Pvt ltd, London, UK

Oct 2021 – Till date

* Leading the redesign of Farnell’s e-commerce platform, streamlining the user experience for thousands of products and enhancing navigation, search, and checkout processes.
* Created and implemented a comprehensive design system in Figma, supporting five interconnected applications with scalable components and variables, ensuring design consistency and efficiency.
* Conducted extensive user research and usability testing to identify customer pain points, using insights to drive design decisions and optimize the shopping experience.
* Mentored a multidisciplinary design team, fostering collaboration and guiding them in Figma best practices, design principles, and user-centric strategies.
* Partnered with stakeholders to align design strategies with business goals, ensuring a seamless blend of aesthetics and functionality across all touchpoints.
* Enhanced mobile-first design practices, contributing to a 25% increase in mobile transactions post-launch.
* Improved accessibility compliance across all applications, aligning with WCAG standards.
* Collaborated with the creative team to design engaging banners and promotional assets, boosting user engagement and supporting marketing campaigns.

 **Lead Product Designer – UI/UX**

 Legato Health Technologies LLP, Bangalore, India

 September 2019 - August 2021

* 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.
* 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.

**Senior UX/UI Designer**

Schneider Electric India Pvt. Ltd, Bangalore, India

December 2015 - September 2019

* End-to-end design of an application that integrates real-time device monitoring for electrical control panels, enabling fault detection, earth leakage alerts, and disturbance notifications.
* Collaborated closely with engineers, end-users, and stakeholders to conduct in-depth user research — interviewing over 50 users to understand technical workflows and pain points, ensuring the product aligned with both field operations and business goals.
* Facilitated design thinking workshops to map user journeys, identify core problems, and co-create solutions, fostering cross-functional collaboration.
* Applied a user-centered design process, from wireframing and prototyping to usability testing, iterating designs based on direct user feedback and technical constraints.
* Developed and implemented a unified design system, standardizing components and interaction patterns across 83 applications, streamlining development efforts and promoting design consistency.
* Delivered high-fidelity designs and interactive prototypes, working closely with the development team to ensure pixel-perfect implementation and a seamless user experience.
* Partnered with product managers to prioritize features and align design decisions with business strategy, ultimately reducing system downtime and enhancing the efficiency of maintenance teams through intuitive design solutions.

**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

**Certifications**

Using AI in the UX Design Process – LinkedIn, 2024

Complete Web & Mobile Designer: UI/UX, Figma + More – Udemy, 2023-2024

Diploma in Multimedia and UX Design – Arena Animation, 2010

**Education**

Bachelor of Computer Science | Alagappa University, Chennai, India | 2008-2011