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| **RAMANA JAINI**  **USER EXPERIENCE DESIGNER** With SC Clearance valid until 10th Feb 2028 | +44 7970 049552  [hello@ramanajaini.com](mailto:hello@ramanajaini.com)  www.ramanajaini.com |
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| **OBJECTIVE** | |
| Interested in obtaining a hands-on senior or lead UX designer opportunity to work on complex, data-driven projects translating user needs and business objectives into a seamless experience. | |
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| **SUMMARY** | |
| * With over 17 years of experience in the digital industry, in which 11 years specialised in the field of UX. * Holds SC - NSV clearance valid until 10th Feb 2028 * A good team player with an ability to collaborate with stakeholders, business analysts, project managers and developers. Accustomed to fast-paced environments and managing multiple projects without compromise to quality and delivery schedules. * Holds experience working with agencies, consulting, product-based companies both in retail and financial sectors. * Experience in creating UX deliverables like Usability reviews, Customer journey maps, Experience maps, Sketches, Low/high fidelity wireframes, Prototypes, detailed UI specifications, facilitating the user testing sessions and generating user testing reports and presenting back to the stakeholders. * Good understanding of UX research methodologies, Usability principles, Information architecture, Lean UX, Design thinking, Design sprint, Web accessibility and Inclusive design. * Can combine conceptual and analytic thinking; capacity to see the big picture, can synthesize large amounts of information to present effectively. * Holds a good artistic flair for design, very attention to detail, keen eye for micro-interactions and their importance in creating immersive experiences. * Certified Usability Analyst (CUA) from Human Factors International in 2012. | |
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| **PROFESSIONAL EXPERIENCE** | |
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| **NHS Improvements / NTT Data** –SeniorUX Designer | June 2021 – Till Date |
| * Working as a UX Designer for one of the NTT clients – NHS, England Improvements. * My role involves working closely with Stakeholders, Product Managers and Product Owners to translate requirements into Data visualisation dashboards for Tableau and Foundry platforms. * Playing a major role in creating a style guide for Tableau dashboards. Working closely with the developers to understand the platform limitations and suggest solutions accordingly. This guide will eventually be extended to the Foundry dashboards too. * Audited *Elective* dashboards that were built on Foundry using the tools Slate and Quiver. Co-ordinated with the developers to understand the limitations and suggest improvements for better usability. | |
| **Virgin Media / NTT Data** – UX Lead | May 2018 – May 2021 |
| * Working as a Lead UX designer for one of NTT Data clients - Virgin Media. * Playing a major role in Virgin Media’s Priority programmes team dealing the projects related to both cable and mobile areas of the business. * Working closely with the Stakeholders, Product managers and Product owners to understand the business objectives, translating the requirements to the UX solutions; coordinating with the visual designers, developers and the testing teams to bring them into production. * Worked on different projects related to introducing new propositions, regulatory assignments, improving the existing journeys across their 4 different selling channels. * Managing the team of 10 designers, reviewing their work, arranging knowledge sharing sessions. * Involved in setting up and moderating the design sprints, one-to-one user testing sessions. | |
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| **TSB** – Senior UX Designer | Aug 2016 - April 2018 |
| * Playing a major role in the digital team for TSB and Banco Sabadell migration programme. * Worked on setting up the UI Specifications document for the responsive secure site. Established styles and widget library in Axure, which are going to be used by rest of the team to bring a consistent look and feel across the document. * Working along with the stakeholders, business analysts and IT on the in-house projects, identifying UX and UI issues in UAT and providing the solutions; liaised with external digital agency to review and finalise the initial design style guide, and with a third-party company ‘Inbenta’ who is providing the FAQs solution in the new Sabadell environment - Proteo4UK. * Completed training with TSB in Anti-money laundering and Counter terrorist financing, Information Risk Security, Anti Bribery, Fraud, Compliance in Action and few other areas. | |
| **Harrods** - UX Architect | Mar 2011 - Jul 2016 |
| * A major role in the creative team involving in throughout the entire lifecycle of a project to create delightful user experiences, ensuring the solution meets the balance of both users needs and business objectives. * Key member of the Harrods digital transformation programme, working with stakeholders, online trade analysts, trade managers, copy, visual design and development teams to work through the early stages of the project to production stages. Involved in UAT to make sure the end product is as per the visual designs and to identify the interaction and functionality issues. * Responsible for creating UX deliverables like competitive analysis documents, sketches, mid to high-fidelity wireframes and prototypes to communicate the interaction design ideas. Facilitating user testing sessions to inform design decisions. * Liaising with external agency ‘Usablenet’ to work on the mobile version of the site. | |
| **Kick start Digital, Harrods, DNX** – Freelance Designer | Mar 2010 - Mar 2011 |
| **Smartlandlord** – Creative Designer | Dec 2008 - Mar 2010 |
| **GM Technologies** – UI Designer | Aug 2008 - Dec 2008 |
| **Lera Technologies** – Sr. Graphic Designer | Nov 2005 - Jul 2008 |
| **Sirvisetti Technologies** – Web Designer | Sep 2004 - Nov 2005 |
| **Magna Infotech** – Graphic Designer | Aug 2003 - Sep 2004 |
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| **SOFTWARE SKILLS** | |
| * **Design softwares:** Sketch, Zeplin, Figma, Adobe XD, Photoshop, Illustrator and Indesign. * **Wireframe and prototyping tools:** Axure RP, Invision, Miro and Mural. * **Voice design skills:** Creating sample dialogues, conversational flow, prototyping and using Amazon developer console. * **Issue tracker applications:** JIRA, Fogbugz. * Enough of a working familiarity with HTML, CSS, Javascript, JQuery and CMS systems like Umbraco, Wordpress, Joomla, and Wordpress. | |
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| **ACADEMIC QUALIFICATIONS** | |
| Master degree in Computer Science from Osmania University, Telangana, India in the year August - 2002. | |
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| **PROFESSIONAL TRAINING** | |
| * Completed Voice Design course from UX Academy, London * Certified from Interaction Design Foundation in ‘Mobile User Experience Design’ and ‘User research – Methods and best practices’. * Certified Usability Analyst (CUA) from Human Factors International in 2012. * Professional Diploma in Multimedia (PDM) from HAWK Multimedia Pvt. Ltd., India | |
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| **PERSONAL DETAILS** | |
| * **Nationality:** British Citizen * **Driving License:** UK full driving license | |