Jeyagowri Balagovindan

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Experience

Lead UX Designer / 2024 - Current
Vaarg | SFO, California

I focus on creating the best possible experience for users by developing products that start from scratch and carry through the entire product lifecycle, ensuring a seamless and impactful user experience.

Senior UX Designer / 2016 - 2024
Cognizant | SFO, California

I managed client partnerships and served as a product designer, enhancing their entire product to provide a better experience for their users.

ServiceNow 2016 - 2019
I enhanced their employee experience (EE), managed and designed their native Now mobile app, and served as a branding designer, creating impactful illustrations. Additionally, I developed and owned the design system, authoring its guidelines to ensure consistency across all touchpoints.

eBay 2019-2021
I collaborated with the communication team, working directly with the CEO and his team to transform key messages into visuals and marketing assets. I contributed to content strategy and created impactful branding visuals. Additionally, I designed animations to effectively convey the company's vision.

ServiceNow 2021 - 2023
I rejoined their innovation and execution team to create an AI-driven UX product, producing exceptional mobile app products for the Now Mobile app. These efforts led to winning the first prize at the ServiceNow hackathon.

Verizon 2023 - 2024
Designed interactive prototypes that visualize user interfaces, allowing stakeholders to experience and test design concepts before development.

UX Designer / 2009 - 2016
Cognizant | Chennai, India

As a UX and branding designer, I worked with their clients and stakeholders across various industries, including healthcare, entertainment, enterprise, B2B, B2C, and life sciences, delivering tailored design solutions for their products.

Skills

User Research
Conducting in-depth user research to understand needs, behaviors, and pain points, ensuring data-driven design decisions that align with user expectations.

User Experience
Creating intuitive and seamless user experiences by optimizing navigation, interaction, and functionality to ensure users can achieve their goals effortlessly.

UI Prototyping
Designing interactive prototypes that visualize user interfaces, allowing stakeholders to experience and test design concepts before development.

Design System
Developing and maintaining design systems that provide consistent visual language, components, and patterns across products to streamline design and development processes.

Branding Designer
Crafting compelling brand identities, from logos to visual elements, ensuring a cohesive and impactful brand presence across all platforms and touchpoints.

HTML
Leveraging HTML to structure and organize web content, ensuring compatibility, responsiveness, and accessibility across various devices and platforms.

Content Writing
Creating engaging, informative, and valuable written material tailored for a specific audience. It includes various formats such as articles, blogs, website copy, social media posts, and marketing content.

Let's team up and create something incredible!