JEYAGOWRI B

CONTACT

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LANGUAGES

Tamil, Indian (native)
English (Working proficiency)

EDUCATION

Bachelor of Science - Physics
ACeP / Aptech Certified e-Commerce professional

SKILLS

User Research
Wireframing
Prototyping
Usability Testing
Interaction Design
Information Architecture
User-Centered Design
A/B Testing
Responsive Design
Adobe XD, Sketch, Figma
HTML/CSS (basic)
Collaboration and Communication

TOOLS

Figma
Sketch
Balsamiq
Miro
Trello
Axure RP
XD
Lucidchart (for visual flow chart)
Google Analytics
Zeplin
ADOBE Suite

AI Driven UX DESIGNER
PRODUCT DESIGNER

Designer

User Centered, Customer Centered

I am Jeya. I am an AI-driven, human-centric designer focused on creating solutions that blend **artificial intelligence** with **user-centered design** principles to enhance user experiences and meet real-world needs. My strength lies in effective collaboration with multidisciplinary teams to ensure the timely delivery of user-centric solutions, backed by a rich and extensive **15+ years** of experience in this field.

JUL 2022 - CURRENT

Manager UX & UI Designer / Vaarg

California, US

UXD, UID, CXD, DS: Overall, a pivotal role in shaping digital experiences that not only meet business objectives but also exceed user expectations.

Author to Design System Evolution: Participating in the evolution of the ServiceNow Design system by suggesting enhancements, refinements, and new design patterns based on emerging design trends and user needs.

DEC 2009 - JUL 2022

Cognizant

Manager Design, California, US

Senior UX & UI Designer

ServiceNow, Santa Clara, CA

Employee Experience Design: Collaborated with cross-functional teams, including product managers and developers, to define user requirements and design solutions for web and mobile applications.

Conducted user research to identify pain points and opportunities, using methods such as surveys, interviews, and usability testing.

Created wireframes, interactive prototypes, and mockups to visualize design concepts and gather user feedback.

Led the redesign of Employee portal resulting in appreciation by Nielsen Norman Group (NN/g) 2023 best intranet winner.

Implemented responsive design principles to ensure a consistent user experience across various devices.

Worked closely with developers to ensure the accurate implementation of **design concepts and user interactions.**

Conducted A/B testing and analyzed user data to optimize user flows and improve conversion rates.

Senior UX & UI Designer

SunTrust Bank, Atlanta, Georgia

User Portal Enhancement: Implementing two-step authentication (2FA) in a Software as a Service (SaaS) application is crucial for enhancing security. Created a seamless and user-friendly experience.

Collaborated with the accessibility team to address and rectify accessibility issues within the SaaS framework. Redesigned the proposed solution, informed by research findings.

Additionally, consider **leveraging** emerging technologies, such as **WebAuthn**, which supports **passwordless** authentication and is increasingly user-friendly.

Always keeping **user experience at the forefront** of the security features, and created a document educate the user about the new features.

FEB 2007 - DEC 2009
NTT Data

UX & UI Designer, Chennai, IND

I am excited about the opportunity to contribute to your organization's success by delivering an outstanding experience that not only meets but exceeds expectations. **Thank you for considering my expertise** for this important initiative.