

Raj Lal

Lead Designer

rajlal.com

650.224.3812

rajlal@live.com

Mountain view, CA

Work Experience

Pro UX (Consulting) - Lead Designer

JAN 2019 - PRESENT, MOUNTAIN VIEW

Helped SMBs with Redesign through Research, IxD, Visual Design, Analytics, A/B testing for better Conversion.

SpacelQ - UX Architect / Principal Designer

FEB 2018 - JAN 2019, MOUNTAIN VIEW

Owned the design/UX of web and mobile app. Did User Research, IxD and Visual Design for multiple data intensive projects. Designed wireframes and pixel perfect design across multiple platforms, web, Slack plugin, AutoCAD plugin, TV App, etc. in Agile team Re-designed Information Architecture.

Cisco - Lead UX Designer

OCT 2017 - APR 2018, SAN JOSE

Designed wireframes, mockups and Visual Design for ROI tool

MobileIron - UX Lead / Lead UX Developer

MAR 2015 - AUG 2017, MOUNTAIN VIEW

Upgraded the UI of the Enterprise SaaS App resulting an NPS score improvement from 37 to 59. Helped create the UX Design System and a reusable UX component library for designers and developers. Evaluated for accessibility (Section 508) & VPAT

Nokia - Web Engineer / Design Technologist

APR 2009 - AUG 2014, MOUNTAIN VIEW

Designed prototypes for disruptive consumer products namely connected cars, AI assistant, Shape shifting UI and Z Launcher, a Scripting interface home screen for android. Designed UI frameworks and design guidelines for Meeo and W3C Apps.

Sony and others / UX Engineer, Web Developer

MAY 2005 - JAN 2009, SAN DIEGO

Designed UI for Mobile Home-screen (Patented) & Prototyped. Worked as Software Engineer and Senior Web Developer

Education

Stanford Ignite - Entrepreneurship

DEC 2012 - MAR 2013, STANFORD, CA

The Art Institute - Diploma Design

MAR 2011 - JUNE 2012, ONLINE/ PITTSBURG

Lamar University - MS Comp. Science

AUG 2003 - OCT 2005, TEXAS

Others

Author / Digital Design Essentials

MAR 2013, ROCKPORT PRESS

Certified UX Professional / NNG

MAR 2017-JUNE 2018, NIELSON NORMAN

Skills

Design: UI graphics • Icons • Strategy & vision presentations • User flows • Concept sketches • Wireframes with InVision Drawing tool • Mock ups with Adobe XD, Sketch & Illustrator • Adobe Photoshop • Motion design with Principle • Style guides & pattern library • UX Design System

Prototyping: Rapid prototyping using Adobe XD • InVision • Interactive flow with HTML5/ CSS3/ JS / JQuery • PHP • Frameworks (MVC, Knockout, D3JS) • APIs • UNIX

Research: User Interviews • Usability Testing • Surveys • Data analysis • Analytics • Task analysis & persona hypothesis • Card sorting • A/B Testing • Heuristic Reviews • User Journeys • Information Architecture

Collaboration: Organizing workshops • Design critique • Agile Team • Self Starter • Detail oriented • Flexible • Communicative