

THERESA RAJ

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Results-oriented designer with extensive focus on user research and data analytics. Drives research projects to provide deep user insights that shape brand/product strategy. Strong leader has set up UX practices, experimental culture, and critical workflows within growing organizations. Handles complex challenges with a calm approach.

EXPERIENCE

ACCOMPLISHMENTS

Senior UX Designer

Cheil Singapore

OCTOBER 2019 - PRESENT

- Built and shaped Cheil's vision to set up in-house UX practice in just two years
- Grew UI/UX team from 2 members to over 10, delivering impactful digital experiences for industry leaders like Samsung.com and Sulwhasoo on Lazada.com
- Setup UX research practices for data-driven design approaches like A/B testing, heat map study, data analytics, and quantitative research
- 2021 UI/UX A/B tested enhancements resulted in 4.7M uplift in revenue, 2x uplift in conversion rate, and 4x uplift in sales engagement
- Redesigned UX for luxury cosmetic brand Sulwhasoo on Lazada.com. Standardized IA and design templates for consistency and efficient discoverability (3 click UX strategy)
- Advices UX Designers, Product Managers, and Client Key Stakeholders on best UX practices
- Works closely with data science analysts and local product owners across SEA (8 countries) to derive quantitative and qualitative user insights
- Collaborate with developers to understand Adobe Target and AEM platforms for UX/UI implementations

Lead UX Designer

Balo.app (Fintech product) Moolah Tech, Singapore

JULY 2017 - OCTOBER 2019)

- Conducted extensive user research to identify the best product-market fit for a Balo.app MVP launch
- Led and managed qualitative customer research (aggressive mixed methods) to determine the core target segment and understand their financial behavior
- Research methods include exploratory field studies, surveys, remote studies, journaling WhatsApp user group study, and interviews/product testing (remote and on-site).

EXPERIENCE

- **Lead UX Designer**
Balo.app (Fintech product) Moolah Tech, Singapore
JULY 2017 - OCTOBER 2019
- **Design Manager**
Flipkart
Myntra.com, Bangalore
MARCH 2014 - JULY 2015
- **Associate Designer**
Future Group, Bangalore
SEPTEMBER 2008 - MARCH 2011
- **Graphic Designer**
Landmark Group, Bangalore
JUNE 2008 - SEPTEMBER 2011
- **Founder, Designer**
Chica Designs, Bangalore
MARCH 2011 - PRESENT

EDUCATION

- **General Assembly**
UX Design immersive Program, Singapore
MAY 2017
- **NIFT, India**
Bachelors of Design
JULY 2003 - MAY 2007

TALENTS

Creative mind obsessed with new ideas and unique concepts. I like to learn new things and keep updated. I have a deep sense of empathy and interested in unique ways to understand human behavior. Curious spirit, enjoys traveling, building legos and doodling. Strong at communication and effective at motivating people with my ideas. I embrace experimentation and am not afraid to be wrong.

ACCOMPLISHMENTS

- New product strategy, define critical features to capture user attention, and where to send them to succeed
- End-to-end experience design (e.g., designing customer experiences outside of product use, including sales and marketing projects)
- Brand research, usability testing (web and mobile, in-person and remote), prototyping, recruiting participants.
- Sitemap, user flows for UI designers, build design system for efficient design management
- Storyboards and wireframes, page schematics that help visual designers and engineers build beautiful things.
- Data analysis for each released feature and weekly metrics tracking
- Balo goal-based feature setup and dashboard resulted in 21.43% conversion rate
- Test and create AHA moments that contributed to better engagement, e.g., 48% user ten days retention observed for users who viewed their savings rings fill up

SKILLS

User Research, Experience Strategy, A/B Testing, Interaction Design, Information Architecture, User Interface Design, Usability Testing, Graphic Design, Interviews, Surveys, Card Sorting, Task Analysis, Adobe Analytics, Rapid Prototyping, Heuristic Evaluation, Content Analysis, Personas, Wireframes, Competitive Analysis, Experience Maps, Scenarios, Mental Models, User Journeys, Story Boards, Task Flows, Project Management, Client Management, Simulation and Estimation

Tools: Figma, Sketch, Zeplin, Photoshop, Illustrator, CorelDraw, InVision, Axure, Flinto, Principle, Excel, Adobe Analytics, JIRA, Trello, Pen & Paper