

# VIJITHA RAJAN

## UI/UX Designer

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### SUMMARY

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UX Designer focused on reducing user confusion and improving product clarity. I identify where users hesitate, drop off, or struggle to understand, and simplify those moments to create intuitive, accessible experiences that deliver meaningful user value and improve product outcomes.

Using user research, systems thinking, and accessibility, I translate behavioral insights into design solutions that enhance usability, build trust, and drive product adoption.

### SKILLS

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**Tools & Technologies:** Figma | Adobe Illustrator | Adobe Photoshop | HTML | CSS | Bootstrap | AI Tools for Design & Workflow Optimization | Notion | Miro | FigJam.

**UX & Product Design:** User-Centered Design (UCD) | Interaction Design & UX Principles | Information Architecture & User Flows Wireframing & Prototyping (Figma) | Usability Testing & Iterative Design | Accessibility Design (WCAG Standards) | User Research (Interviews, Surveys) | Persona Development & Journey Mapping | Visual Design (Typography, Layout, Hierarchy) | Design Systems & Components.

**Core Strengths:** Strong Attention to Detail | Effective Communication | Adaptability in Fast-paced Environments | Continuous Learning & Industry Awareness | Time Management & Ownership | Problem-solving Mindset | Discipline & Accountability.

### EXPERIENCE

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**Dalmia Polypro | Collaboration with IIT Bombay & BMC,** *05/2022 – 11/2022 | Mumbai*  
**Field Research Intern – Trace Waste (Pre-pilot Project).**

- Conducted qualitative field research with residents and waste collectors, uncovering behavioral and system-level barriers impacting effective waste segregation.
- Identified key gaps including low awareness, urgency-driven disposal behavior, and lack of incentive structures affecting user compliance.
- Collaborated on a QR-based tracking and incentive system to improve visibility of waste collection and drive consistent segregation behavior.
- Applied system thinking to translate behavioral insights into structured, incentive-driven interventions driving long-term adoption.

### PROJECTS

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**Last Leaf – Healthcare UX (Emotional Support System)** *15/01/2026 – 22/01/2026*

**1-week project | Design For Change**

- Conducted qualitative and quantitative research to uncover emotional and behavioral gaps in long-term patient care.
- Identified key challenges including isolation, low motivation, and lack of emotional support impacting recovery and adherence to care routines.
- Designed a structured experience to enable access to support systems, enhancing user guidance, reassurance, and peer-to-peer connection.

-- Delivered an accessible, user-centered solution that strengthened patient confidence, engagement, and overall recovery experience.

**Traqio – Founder Operating System (SaaS),  
90-day hackathon project | Design For Change.**

**11/2025 – 01/2026**

- Conducted qualitative and quantitative research with early-stage founders to identify gaps in clarity, execution consistency, and traction visibility.
- Designed an end-to-end system integrating AI-driven planning, task execution, and proof-of-work tracking to structure workflows and improve accountability.
- Enabled founders to break long-term goals into actionable daily tasks, reducing ambiguity and improving focus and consistency.
- Developed a traction dashboard and investor-ready outputs, transforming daily work into measurable progress, improving transparency, confidence, and decision-making.

**Sittersafe – Childcare Platform (Trust-first Experience),  
3-month project | Arena Animation.**

**2025**

- Led research on trust, safety, and decision-making behavior in childcare services, identifying key gaps in caregiver discovery and user confidence.
- Designed booking and communication workflows from scratch to improve clarity, reduce uncertainty, and support informed user decisions.
- Simplified location-based discovery and caregiver selection, reducing friction and enhancing trust in the platform experience.
- Designed a structured, trust-first user journey focused on improving usability, confidence, and engagement across critical interactions.

**EDUCATION**

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Master of Arts (Political Science), **2021 – 2024**  
Indira Gandhi Open University

Bachelor's of Arts (Political Science), **2017 – 2020**  
Mumbai University

**CERTIFICATES**

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Design For Change With Jagadeesh – (Creative Finisher) **2025 - Present**  
Arena Animation – ( UIUX Professional Certificate ) **2024**

**AWARDS**

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Most Valuable Person of Hackathon 6.0, Design for Change **05/1/2026**

**LANGUAGES**

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English | Hindi | Marathi | Tamil

**INTERESTS**

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Reading | Badminton | Sketching | Chess