

VIJITHA RAJAN

UX Designer

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SUMMARY

UX Designer helping digital products reduce user confusion by transforming complex user problems into clear, intuitive, and accessible experiences. Using user research, systems thinking, and accessibility, I design solutions that improve usability, build trust, increase product adoption, and create measurable value for both users and the business.

SKILLS

UX Research: User Interviews | Surveys | Personas | Journey Mapping | Usability Testing.

Product Design: Interaction Design | Information Architecture | Wireframing | Prototyping | Design Systems | Accessibility (WCAG).

Tools: Figma | FigJam | Miro | Notion | Adobe Creative Suite | HTML | CSS | Bootstrap | AI Design Workflows.

EXPERIENCE

Dalmia Polypro | In collaboration with IIT Bombay & BMC

Mumbai

Field Research Intern | Trace Waste (Pre-pilot Project)

05/2022 – 11/2022

- Uncovered behavioral and system-level barriers affecting waste segregation through field research, identifying low awareness, urgency-driven behavior, and limited incentives as key adoption challenges.
- Translated research insights into a QR-based tracking and incentive system, applying systems thinking to improve waste collection visibility, encourage consistent segregation, and support long-term adoption.

PROJECTS

Last Leaf – Healthcare UX (Emotional Support System)

Design For Change

- Identified emotional and behavioral barriers affecting long-term patient recovery through user research, uncovering isolation, low motivation, and limited support as key challenges.
- Designed an accessible support experience that strengthened patient confidence, improved engagement, and increased adherence to recovery routines.

Traqio – Founder Operating System (SaaS)

Design For Change

- Uncovered planning, execution, and traction visibility challenges through user research with early-stage founders, identifying key barriers to consistent execution.
- Designed an AI-powered founder operating system that transformed long-term goals into structured daily execution, improving accountability, progress visibility, and informed decision-making.

Sittersafe – Childcare Platform (Trust-first Experience)

Arena Animation

- Identified trust, safety, and decision-making barriers through user research, uncovering key gaps in caregiver discovery and user confidence.
- Designed a trust-first childcare platform that simplified caregiver discovery and booking, reducing decision friction and strengthening user confidence.

EDUCATION

Master of Arts (Political Science) – Indira Gandhi Open University

2024

Bachelor of Arts (Political Science) – Mumbai University

2020

ACHIEVEMENTS

Overall Best Performer Award – Design for Change Hackathon

2026