

# Rashmi Jha

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## Product / UX Designer

Offering 4+ years of experience creating user-centered solutions across enterprise and startup environments. Combines UX research, product strategy, and visual design to improve usability, streamline workflows, and elevate customer experiences. Skilled in translating complex user and business needs into intuitive wireframes, prototypes, and scalable design solutions using Figma and Sketch.

## Core Skills

**Technical:** Wireframing, Prototyping, Storyboarding, Heuristic Analysis, Information Architecture, Accessibility, Usability Testing, Visual Design

**Tools/Technologies:** Figma, Sketch, InVision, Jira, Aha!, Salesforce Lightning, Adobe XD

**Design Methodologies:** Human-Centered Design, Agile Collaboration, Design Thinking

## Professional Experience

CISCO | Raleigh, NC

Dec 2022 – Present

### Product Designer

- Led UX discovery research for "Pathfinder," analyzing user friction across internal teams to uncover a hidden \$1M+ organizational inefficiency and advocate for a unified, cross-system design solution
- Transformed a fragmented 19-step workflow into a streamlined 3-step experience through AI-augmented design, embedding smart compatibility matching directly into the portal's delivery moment
- Eliminated manual lookups and error-driven ticket submissions by designing an intuitive, automated routing system that achieved 90% first-order accuracy
- Validated the design's success by establishing baseline-driven metrics, proving a 90% reduction in time-to-completion and 90,000 hours saved annually for end-users
- Spearheaded the redesign of case management processes, driving a 400% increase in TAC operations efficiency by closing a critical tracking loophole during global shift hand-offs

PERSISTENT SYSTEMS – WALGREENS (Remote)

Aug 2022 – Sep 2022

### Sr. UX Designer

- Improved MyPassport portal usability by planning and leading a 4-week design sprint, conducting heuristic analysis, and identifying existing UX challenges
- Elevated client engagement by conducting user interviews with stakeholders and end users, distilling pain points into high-impact design recommendations

GATIX SYSTEMS, INC. – SALESFORCE (Remote)

Nov 2021 – Jul 2022

### Sr. UX Designer

- Designed a Service Console on Salesforce for Cisco engineers, delivering intuitive UI/UX that enabled faster case resolution and automated reporting.
- Conducted User Research with engineers to create comprehensive Information Architecture, Interaction Design, and Visual Design.
- Enhanced security compliance by redesigning role-based access control (RBAC) interfaces, simplifying permissions management with a focus on accessibility

FREELANCE (Remote)

Aug 2020 – Sep 2021

### UX Designer

- Led UX research and product design for TeckLink, a platform connecting entrepreneurs and investors, helping drive early-stage adoption with 2K+ entrepreneur registrations and 5K+ investor sign-ups during the seed phase
- Facilitated design thinking sessions to align user needs, stakeholder expectations, and product strategy, translating insights into user stories and scalable product experiences through cross-functional collaboration

SPRINGBOARD (Remote)

Jan 2020 – Sep 2020

**UX Designer**

- Conducted heuristic evaluations using Jakob Nielsen's usability principles to identify UX pain points and improve the user experience for a fintech mobile application
- Redesigned key user flows and sign-up experiences in Figma, transforming a text-heavy interface into a more intuitive and visually engaging product that increased user retention by 17% and sign-ups by 10%

**Certifications****UI/UX Design** | Springboard**Certified Scrum Master** | Scrum Alliance**SAFe 4 Certified Agilist** | Scaled Agile**Education**

MBA | Hult International Business School - San Francisco, CA