# RAJESH LANKA

## Senior UX/UI Leader | Enterprise UX Strategy & AI-Driven Product Design Architect

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**Distinguished UX Specialist and Design Leader** with 14+ years of experience architecting **enterprise-scale, consumer, and AI-driven digital products** across **GRC & Compliance, FinTech, Healthcare, IoT, Fashion-Tech, and Data-Intensive Platforms**, consistently translating complex systems into **intuitive, high-impact user experiences**.

## 👤 PROFILE SUMMARY

- **Enterprise UX Strategy & Product Design Authority**, driving end-to-end UX across the full lifecycle **user research, requirement analysis, information architecture, journey mapping, interaction design, prototyping, and high-fidelity UI delivery** for **web, mobile, dashboards & multi-platform ecosystems**.

- **Workflow & Experience Transformation Specialist**, recognized for simplifying **high-complexity operational, compliance, audit, governance, and analytics workflows**, improving **usability, task efficiency, adoption, operational clarity, and decision accuracy** in enterprise environments.

- **AI-Driven UX, Data Visualization & Dashboard Design Expert**, with deep experience designing **AI-enabled workflows, predictive insights, rule-based systems, analytics dashboards, and data-rich interfaces**, enabling **actionable intelligence and human-centered AI interactions**.

- **Design Systems, Accessibility & Scalability Champion**, leading the creation of **enterprise-grade design systems, reusable UI components, branding frameworks & WCAG-compliant accessible experiences**, ensuring **consistency, inclusivity, maintainability, and rapid product scaling**.

- **Research-Led UX & Usability Engineering Practitioner**, applying advanced methodologies including **contextual inquiry, heuristic evaluation, usability testing, participatory design, personas, task analysis, and research synthesis** to deliver **evidence-based, user-validated design outcomes**.

- **Cross-Functional, Agile & Stakeholder Leadership**, collaborating seamlessly with **Product Managers, Engineering Leaders, Architects, SMEs, Compliance Teams, Sales, Marketing, and Executive Stakeholders** within **Agile/Scrum and Lean UX frameworks** to ensure design-to-development excellence.

- **UX Leadership, Team Mentorship & Design Maturity Builder**, experienced in **mentoring designers, standardizing UX processes, improving governance models, and elevating organizational UX maturity**, while aligning design strategy with **business KPIs, risk reduction, and product success metrics**.

## 💼 WORK EXPERIENCE

### Dec'25 | Datai2i Pvt. Ltd. | UX Consultant

**DATAI2I**

- **Led end-to-end UX strategy for** Hardees (AIM – Fast Food Restaurant Chain Application)**,** conducting **stakeholder interviews**, **requirements analysis**, and **usability testing** to define product direction.
- **Designed information architecture, user flows, wireframes, and high-fidelity UI**, simplifying complex **business workflows** into intuitive experiences.
- **Built scalable design systems and component libraries**, ensuring **consistency, accessibility, and responsive design**across platforms.
- **Collaborated with cross-functional teams** (Product, Engineering, Business) for seamless **handoff and implementation alignment**.
- **Improved usability and operational efficiency** by translating **research insights** into actionable, user-centered solutions.

### Oct'24 - Nov'25 | Jag Innovations Pvt. Ltd. | UX Specialist

- **Spearheaded UX strategy** for Astrology-Tech, Compliance, GRC, and Fashion-Tech products, driving user-centered design through SME interviews, cultural research, and workflow analysis.
- **Designed comprehensive information architecture, user flows, wireframes, and high-fidelity UIs**, ensuring intuitive and engaging user experiences across multiple domains.
- **Developed scalable design systems**, standardizing components and patterns for consistency across products and platforms.
- **Collaborated seamlessly with engineering, product, and business teams**, ensuring smooth handoff, alignment with requirements & high-quality implementation.
- **Enhanced product usability and efficiency**, translating research insights into actionable designs that improved user engagement and operational workflows.

## ☷ CORE COMPETENCIES

- Enterprise UX Strategy
- User-Centered Design Principles
- Cross-Platform Interaction Models
- Accessibility Compliance Standards
- Design System Architecture
- Agile Product Development
- User Research Methodologies
- Data-Driven Design Insights
- Workflow Optimization Techniques
- AI-Enhanced User Experiences

## ⚙ TECHNICAL SKILLS

- **UX & Interaction Design:** User Experience Design, Interaction Design, User Flows, User Journey Mapping, Information Architecture
- **UX Research & Usability:** Contextual Inquiry, User Interviews, Personas, Task Analysis, Usability Testing, Heuristic Evaluation
- **UI & Visual Design:** High-Fidelity UI Design, Visual Design, Responsive UI, Brand Identity, UI Style Guides
- **Wireframing & Prototyping:** Wireframing, Low-Fidelity Prototypes, High-Fidelity Prototypes, Interactive Prototyping
- **Design Systems:** Design Systems, Component Libraries, Reusable UI Patterns
- **Accessibility:** WCAG 2.x Compliance, Accessibility-First Design, Inclusive UX
- **Data Visualization:** Data Visualization, Analytics Dashboards, KPI Dashboards
- **AI & Intelligent UX:** AI-Driven UX Flows, Rule-Based UX, Personalized Interfaces
- **Platforms & Applications:** Web Applications, Mobile Applications (iOS/Android), Tablet UX, Cross-Platform UX
- **Enterprise & Domain UX:** GRC Systems, Compliance Platforms, FinTech Applications, Healthcare Applications, IoT Applications
- **IoT UX:** Device Onboarding UX, Sensor Data Visualization, Real-Time Monitoring Interfaces
- **Tools & Technologies:** Figma, Adobe XD, Sketch, Adobe Creative Suite, HTML, CSS

## 🎓 EDUCATION

**Bachelor of Science, Electronics**
Andhra University

## Apr'22 - Sep'24 | Hobasa India Pvt. Ltd. | Specialist UX Designer

- **Spearheaded UX strategy** for analytics and compliance dashboards, delivering intuitive, user-centric experiences aligned with business objectives.
- **Developed detailed personas and workflows**, ensuring the dashboards addressed real user needs and improved operational efficiency.
- **Designed wireframes and WCAG-compliant UI components**, enhancing accessibility and usability across the platform.
- **Built and standardized Hobasa's design system**, enabling consistent design patterns and faster product development.
- **Collaborated with SMEs to optimize audit and governance features**, driving measurable improvements in compliance processes.

## Jun'19 - Mar'22 | Vertogic LLP | Senior UX Designer

- **Spearheaded multiple UX initiatives** that significantly enhanced the usability and overall experience of digital products.
- **Conducted in-depth UX research**, developing user personas, workflow diagrams, and wireframes to guide design strategy.
- **Designed intuitive user interfaces** that aligned with business objectives and improved user engagement.
- **Collaborated seamlessly with cross-functional teams**, ensuring timely delivery and consistent design implementation across projects.
- **Successfully transitioned to Hobasa India Pvt. Ltd. in April 2022**, contributing expertise to new product design and UX improvements.

## Mar'18 - Jun'19 | Amzur Technologies | Senior UX/UI Designer

- **Spearheaded the design** of interactive prototypes and end-to-end workflows, enhancing user engagement across multiple roles.
- **Developed comprehensive design systems** and visual assets that standardized the product's look and feel, improving design consistency.
- **Collaborated closely with PMs and SMEs** to translate complex business requirements into intuitive, user-centric interfaces.
- **Optimized multi-role user experiences**, resulting in streamlined interactions and increased usability across the platform.
- **Delivered actionable design solutions** that aligned with business goals and accelerated development handoff efficiency.

## Aug'14 - Feb'18 | eProSoft America Inc. | Senior UX/UI Designer

- **Spearheaded the design of enterprise-level healthcare applications**, delivering scalable UI systems that enhanced user experience and product consistency across platforms.
- **Developed comprehensive prototypes, visual guidelines, and design libraries**, enabling multiple product teams to accelerate development while maintaining design standards.

## Nov'11 - Jul'14 | Ayatas Software Solutions Pvt. Ltd. | Graphic & Web Designer

- **Spearheaded the design** of responsive websites, high-converting landing pages, and marketing collateral, enhancing user engagement and brand visibility.
- **Developed foundational UI components & branding assets** for client projects, accelerating project delivery and ensuring design consistency across platforms.

# 💼 PROJECTS MANAGED

**Hardees – AIM – Fast Food Restaurant Chain Application**
**Description:** Led end-to-end UX design for Hardees' AIM enterprise analytics platform, enabling Store, District, Regional, and Corporate managers to monitor KPIs, sales performance, and operational metrics through role-based dashboards. Streamlined data visualization, enhanced decision-making workflows, and ensured scalable design system implementation aligned with business objectives.
**Technology Used:** UX Research, Stakeholder Interviews, Information Architecture, Wireframing, Interactive Prototyping, Dashboard UX, Data Visualization, Design Systems, Enterprise UI Design, Figma, WCAG Accessibility Standards

**Auditour – Audit & Compliance Automation Platform**
**Description:** Auditour is an enterprise audit management platform designed to streamline audit execution by automating evidence collection, tracking compliance activities, and providing actionable analytics through intuitive dashboards. The solution simplifies complex audit workflows while ensuring regulatory alignment and operational transparency.
**Technology Used:** UX Research, Information Architecture, Wireframing, Interactive Prototyping, Dashboard UX, Enterprise UI Design, Figma, WCAG Standards

**Assurtiv – AI-Driven GRC & Risk Management System**
**Description:** Assurtiv is an AI-enabled governance, risk, and compliance (GRC) platform that delivers intelligent risk scoring, alert management, and structured governance workflows. The product translates complex regulatory data into scalable, user-friendly experiences that support informed decision-making.
**Technology Used:** AI-Driven UX Flows, System Mapping, Rule-Based Workflows, Prototyping, Design Systems, Data Visualization, Figma

**Aastral Insights – AI-Powered Numerology & Prediction Platform**
**Description:** Aastral Insights provides personalized numerology insights using AI-generated interpretations, life-path analysis, and predictive dashboards. The platform blends data science with human-centered design to deliver accurate, intuitive, and engaging user experiences.
**Technology Used:** AI-UX Design, Journey Mapping, Dashboard Design, Prototyping, Visual Design Systems, Figma

**Mekova – AI-Enabled Virtual Wardrobe & Styling App**
**Description:** Mekova is a fashion-tech mobile application that enables virtual wardrobe digitization, AI-based outfit recommendations, personalized styling, and collaborative fashion planning. The solution focuses on intuitive interactions, visual identity, and mobile-first usability.
**Technology Used:** Mobile UX Design, Personas, User Flows, Prototyping, Design Systems, AI Recommendation UX, Figma

**Hobasa Compliance Check Application – Enterprise Compliance Platform**
**Description:** The Hobasa Compliance Check Application helps enterprises manage compliance tasks, meet regulatory requirements, and gain visibility through accessible dashboards and automated reporting. The platform emphasizes workflow simplification, risk reduction, and accessibility-first design.
**Technology Used:** UX Research, WCAG-Compliant UI Design, Dashboards, Wireframing, Prototyping, Design Systems, Figma

**Eteki – Skill-Based Interview & Assessment Platform**
**Description:** Eteki is a hiring platform designed to accelerate candidate evaluation through structured interview workflows and data-driven dashboards. The redesign improved interviewer and candidate experiences across scheduling, alerts, navigation, and insights.
**Technology Used:** Workflow Redesign, UX Research, Dashboard UX, Prototyping, Enterprise UI Design, Figma

**BridgeThings – IoT Device Management Mobile Application**
**Description:** BridgeThings is an IoT mobile application that enables seamless smart device onboarding, real-time sensor monitoring, and actionable alerts through visually rich dashboards. The app delivers clarity, reliability, and control across connected devices.
**Technology Used:** IoT UX Design, Mobile UI Design, Real-Time Dashboards, Sensor Data Visualization, Prototyping, Figma

**Ethicon (Johnson & Johnson) – Surgical Workflow Enablement System**
**Description:** Ethicon is a healthcare application designed to support surgeons with quick access to surgical workflows, device details, and procedural guidance. The solution enhances decision-making, reduces cognitive load, and improves operational efficiency in clinical environments.
**Technology Used:** Healthcare UX, iPad UI Design, Touch-Optimized Interfaces, Reusable UI Components, Prototyping, Figma

## CERTIFICATIONS

- HFI Certified User Experience Analyst (CXA™)
- HFI Certified Usability Analyst (CUA™)
- Certified Scrum Master® (CSM®)
- Certified Scrum Product Owner® (CSPO®)