

JASRAJ SURI

UX DESIGNER

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Portfolio: jasrajsuri.com

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I am a UX Designer with a background in development; I've launched 7 enterprise products in the last 6 years; I'm skilled at designing for zero-to-one.

My key strengths include:

Embedding Design with Product, Engineering & Sales for cross-functional collaboration; Establishing structures & Building teams to move fast, ship & iterate

EDUCATION

MBA, Technology & Intl. Business

L P University, Jalandhar (2019)

PG.D, Advertising & Public Relations

Panjab University, Chandigarh (2012)

Bachelor of Computer Applications

Panjab University, Chandigarh (2007)

SKILLS & ATTRIBUTES

Design: User Research, Information Architecture, User Journey, User Experience Design, User Interface Design, Rapid Prototyping, Usability Testing

Tools: Figma, Adobe XD, Sketch, UXPin Invision, Framer, Photoshop, Illustrator, InDesign

Development: HTML5, CSS/SCSS/LESS, Javascript, ReactJS, AngularJS, VueJS, PHP

Attributes Ability to think about systems, Personable & easy to talk to, Strong communication skills, Values collaboration, Deep sense of empathy

ASK ME ABOUT

My experience with Toastmasters; My transition from Network Security to UX; My unending obsession with coffee & cocktails; My favourite episode of Seinfeld

EXPERIENCE

User Experience Lead • Zeta Suite 2021 – PRESENT

Zeta is a banking-tech startup that provides a cloud-native, omnistack for financial institutions & neobanks.

- Building a design team to scale key backoffice centres: Notifications, Marketing, Reporting, Rewards
- Contributing to the design of wireframes, interfaces & prototypes
- Strengthening relationships with Product & Engineering by introducing cadences, retros, show-and-tells & masterclasses
- Publishing guidelines & documentation to onboard new designers

UX Design Manager • Atria 2020 – 2021

Atria provides ML-powered data analytics and business insights to the Life Science and Healthcare industry.

- Led a design team to launch Atria InsightsMAX™ from ideation to MVP with a user satisfaction score of 83%
- Organised an engineering task force to optimize the frontend and improve the speed of development by ~60%

User Experience Lead • Quark 2016 – 2020

Quark streamlines the creation, publishing and delivery of business-critical content at scale, with a suite of automation products.

- Recruited and managed a 7 member team to design the Quark Enterprise Suite; Shipped 3 vertical solutions for the Banking, Investment & Government sector; Initiated the Quark Enterprise Design System
- Contributed to the RIXML Committee's goal to improve semantic data-structuring of investment documents

Principal Designer, Co-Founder • CVmill 2015 – 2016

I built an ecommerce marketplace for Resumes, including an order management system and cloud-hosted public profiles; Selected as part of the Startup Leadership Program (SLP).

User Experience Designer • Creative Cranes 2010 – 2015

I consulted with 50+ brands to design and develop web-based solutions; implement growth strategies; led design sprints; organised usability studies.