Rashna Razdan

Product designer

https://rrazd.github.io
rashnarazdan@gmail.com
669 224 5556

Experience

Senior product designer

Product designer

Associate product designer

LinkedIn
Mountain View, CA
Aug 2019 - present

Led the design and product vision for LinkedIn's new quoting, ordering, post purchase management and customer support experiences.

- Organized and led foundational user research conducted with LinkedIn customers and internal sales and support reps for projects, extracted JTBD, created user roles for team to reference when building new features.

- Collaborated with LinkedIn's Design Systems team to create the LinkedIn Business Platform team's design library in order to create consistent layouts and UX patterns across our suite of applications.

- Designed the new LinkedIn Admin Center (85% CSAT, 85% thumbs up rate), along with several other applications from the ground up (eg. LinkedIn Product Catalog, LinkedIn Roster).

- Designed several new features for LinkedIn Customer Support Portal, LinkedIn Solution Builder and LinkedIn checkout.

- Championed creating inclusive designs by mentoring other designers on best practices and Microsoft Accessibility Standards (MAS).

- Presented regularly to design, product and engineering leadership in order to get projects funded and move projects forward.

UX Designer II

UX Designer

Zscaler
San Jose, CA
Sep 2017 - Aug 2019

In charge of delivering UX solutions for Zscaler's flagship applications: Zscaler Internet Access (ZIA), Zscaler Private Access (ZPA) and Zscaler Super Cloud Manager (ZSCM)

- Contributed component interaction patterns (e.g. navigation, selection controls) and dashboard widget animations (e.g. pre loading, infographics) to Zscaler's design system; used Framer to create and share assets with developers.

- Triaged and prioritized requests for UX specifications and design deliverables from stakeholders on multiple projects in parallel.

- Designed Zscaler's Customer Subscription and Provisioning system; conducted on site usability tests with Finance and Sales teams.

- Initiated adoption and implementation of Mixpanel user analytics for ZIA and ZPA by developing tracking plans and establishing KPIs; user insights led to the redesign ZIA's reporting section.

- Designed ZIA's Operation and IoT dashboards by depicting complex data sets with rich interactive graphics and data visualizations; dashboard designs were highlighted by the Chief Strategy Officer at Zscaler's Cloud Summit conference.

- Created user journeys and wireframes during brainstorming sessions with product team leaders for the IoT security feature; finished interactive prototype resulted in average task success rate of 91%.

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UX/Visual designer

WebEnertia

Mountain View, CA

Aug 2016 - Sep 2017

Led and delivered cross-platform responsive design solutions in a fast paced environment.

- Spearheaded the UX redesign of several responsive websites. Responsibilities included gathering client insights, optimizing information architecture, wireframing, prototyping and justifying design decisions.

- Developed UX and visual design for the Aruba Networks Profiler web application using HPE's Grommet framework following a rapid iterative design process.

- Conceptualized, wireframed and prototyped infographics such as Riverbed's SteelHead SD infographic which exceeded the average 2% CTR and increased user engagement on the page by 20%.

- Mentored product managers and designers, by teaching UX best practices and how to solve challenging problems through design.

- Established and led the transition of the UX design process to a modular approach, built on pattern libraries and grid-based layouts.

UX Developer

NexJ Systems

Toronto, ON

Jun 2014 - Mar 2016

Key member of a small team tasked with designing and building NexJ Connected Wellness.

- Collaborated with project managers and designers to develop new application features; wrote JavaScript, HTML5, and CSS3/LESS and used version control via Git.

- Improved team velocity as Scrum Master by 34%; worked with all departments to achieve successful biweekly releases.

- Migrated key client web asset's code to an internal MVC JavaScript framework.

- Designed and built responsive, user-centered, cross platform email templates.

Eduction

Bloc

UX/UI Design Course

Mar 2016 - Jul 2016

San Francisco, CA

University of Waterloo

Computer Engineering with Honors

2009 - 2014

Waterloo, ON

Skills

Design

User personas/roles

User journey maps

Information architecture

Wireframing

Prototyping

Design libraries

Jobs-to-be-done framework

User research

User interviews

Concept testing

Usability testing

Surveys

Competitive analysis

Tools

Figma

Sketch

Framer

Principle

Adobe Photoshop

HTML/CSS