



RAJASHEKHAR C

Senior Product & Experience Designer

DESIGN LEADERSHIP • UX STRATEGY • AI-DRIVEN PRODUCT EXPERIENCES

Senior Product & Experience Designer with 15+ years of experience designing enterprise platforms, data-driven dashboards, and user-centered digital products across healthcare and technology domains.

Specializes in translating complex business requirements into intuitive, scalable product experiences through UX strategy, interaction design, and close collaboration with product and engineering teams.

Combines design leadership with strong hands-on execution across product design, design systems, and front-end implementation. Currently focused on AI-driven product experiences and intelligent design workflows.

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CORE EXPERTISE

DESIGN LEADERSHIP

- UX Strategy & Product Thinking
- Product Design Leadership
- Design Systems & Scalability
- Design Mentorship & Team Enablement
- Cross-functional Collaboration

HANDS-ON PRODUCT DESIGN

- Interaction Design
- Information Architecture
- Enterprise Dashboard UX
- Prototyping & Wireframing
- User Experience Optimization

CREATIVE EXPERIENCE DESIGN

- Web & Digital Design
- Print & Marketing Collateral
- Brand Identity & Visual Systems
- Corporate & Event Experience Design
- Environmental & Spatial Design

TECHNOLOGY COLLABORATION

- Front-end Collaboration (React, Angular)
- HTML, CSS, JavaScript
- WordPress & CMS Platforms
- Front-end Architecture Understanding



EMERGING FOCUS

- AI-driven Product Experiences
- AI-assisted Design Workflows

WORK EXPERIENCE

● Creative Design Lead Bangalore

SEP-2022 to till Date | 3.3 Years

- Led the design of AI-enabled tools for adverse event detection and medical insights, improving data interpretation and supporting faster decision-making for research and medical affairs teams.
- Defined and delivered UX strategy for enterprise applications and dashboards, translating complex business requirements into scalable product experiences.
- Collaborated closely with product managers, engineers, and stakeholders to drive end-to-end design execution from concept to implementation.
- Established design patterns and reusable components to improve consistency, usability, and development efficiency across products.
- Designed executive-level presentations and visual frameworks to communicate product strategy, insights, and concepts to leadership teams.

● Lead UXP Analyst Bangalore

May 2015 – Sep 2022

- Led UX design and product experience for enterprise healthcare applications, including dashboards and data-intensive platforms used by global teams.
- Translated complex business workflows into intuitive user journeys, improving usability and reducing cognitive load for end users.
- Designed and delivered interactive prototypes, wireframes, and production-ready interfaces aligned with business and technical requirements.
- Worked closely with product managers, engineers, and stakeholders to drive design decisions and ensure seamless implementation.
- Contributed to building scalable design approaches and reusable UI patterns across multiple products.
- Played a key role in bridging design and development by collaborating on front-end implementation and ensuring design feasibility.

● Design Specialist Bangalore (Currently known as ClinChoice)

Sep 2014 to May-2015 | 1 Years

- Contributed to UI/UX design and front-end development for healthcare applications and internal tools.
- Designed interfaces, prototypes, and visual assets aligned with business requirements and user needs.

● Design Specialist Bangalore (Currently known as Qinecsa)

Sep 2010 to Sep-2014 | 4 Years

- Designed user interfaces and web experiences for enterprise and healthcare-related applications.
- Developed front-end components and supported UX improvements across digital platforms.
- Built and maintained websites using HTML, CSS, JavaScript, and CMS platforms.

● Web Developer Bangalore

May 2007 to Sep-2010 | 3 Years






- Designed user interfaces and web experiences for enterprise and healthcare-related applications.
- Developed front-end components and supported UX improvements across digital platforms.
- Built and maintained websites using HTML, CSS, JavaScript, and CMS platforms.

SKILLS & TOOLS

Design & Product

- UX Design
- Interaction Design
- Information Architecture
- Design Systems
- Prototyping & Wireframing

Tools

 Adobe Photoshop ★★★★★★★★★★	 Adobe Illustrator ★★★★★★★★★★	 Adobe In-design ★★★★★★★★★★
 Adobe After Effects ★★★★★★★★★★	 Adobe Premier Pro ★★★★★★★★★★	 Adobe XD ★★★★★★★★★★
 Figma ★★★★★★★★★★		

Technology Collaboration

 Angular
★★★★★★★★★★

 React JS
★★★★★★★★★★

 JavaScript
★★★★★★★★★★

 HTML 5
★★★★★★★★★★

 CSS 3
★★★★★★★★★★

 WordPress
★★★★★★★★★★

Emerging Focus

- AI-driven Product Design
- AI-assisted Design Workflows

Additional Capabilities

- Search Engine Optimisation, Web Promotions, Email Marketing, Keyword Research
- Logo Designing, Brand Identity, Brand Improvement
- Presentation Graphics
- Blog Writing & Development

Education

Master of Commerce

Karnataka University, Dharwad - 2002

Master of Computer Applications

IGNOU, Bangalore - 2012 (Year 1 completed)

Bachelor of Commerce

Karnataka University, Dharwad - 1996

PUC II

Pre University, Bangalore - 1991

Personnel Information

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Languages Known : Kannada, English, Hindi, Marathi

Linkedin Profile : <https://www.linkedin.com/in/rajashekar-c-02701028/>

Portfolio Link : <https://rajbgm.co.in/portfolio>

Address

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