

RAJESH ANANDAKRISHNAN, CUA, CSM, ITIL

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UX Strategy • Interaction Design • Information Architecture • Inclusive Design • WCAG / Section 508 • Design Systems (Atomic, Apricot) • Usability Testing • A/B Testing • Figma • Sketch • Zeplin • Adobe CC • Lucidchart • Axure • InVision • HTML/CSS Collaboration • Agile & Lean UX • Design Thinking Facilitation • UX Governance • Jira • Confluence • Team Mentorship & Coaching • UX Critique Facilitation

Strategic Product & UX Design Leader with 20+ years of experience delivering innovative, inclusive, and data-informed solutions across financial and enterprise platforms. Proven track record in leading cross-functional product development, driving regulatory compliance, managing end-to-end design-to-delivery lifecycles, and delivering measurable business outcomes. Adept at aligning user needs with commercial strategy through accessibility, storytelling, and agile collaboration.

Tools Proficiency: Figma, Sketch, Adobe XD, WCAG 2.1, Section 508, Axe, WAVE, NVDA, Tableau (basic), Excel (pivot/reporting), VoiceOver, Design Systems, Agile, User Testing, Heuristic Evaluation, Jira, Confluence, Slack, HTML/CSS, React (for UX collaboration), AI-assisted UX research, GenAI tools

PROFESSIONAL EXPERIENCE

College Board - March 2019 - Present

Role: Lead UX Designer / Product Designer - PowerFAIDS Project

- Collaborated with cross-functional teams to define product vision, identify customer pain points, and drive product delivery aligned with business priorities.
- Led end-to-end product redesign, scoped releases, and delivered high-impact improvements, boosting user task success by 90% and reducing onboarding time by 70%.
- Led UX strategy and full lifecycle execution for *PowerFAIDS*, a nationwide financial aid platform, ensuring regulatory compliance, accessibility (WCAG 2.1, Section 508), and user success.
- Championed design thinking across the organization through stakeholder workshops, empathy-building exercises, user story mapping, and inclusive ideation sessions.
- Defined product roadmap in collaboration with stakeholders; contributed to product planning, feature prioritization, and regulatory compliance tracking.

- Conducted market and user research to guide business cases and feature development aligned with industry trends.
- Delivered business impact through strategic product enhancements that improved efficiency and reduced support needs.
- Integrated accessibility best practices into every phase of design, conducting manual and automated testing using Axe, WAVE, and keyboard/screen reader evaluations.
- Mentored designers and developers via UX Clinics and 1:1 coaching—providing guidance on inclusive design, accessibility, and design-to-dev handoff clarity.
- Drove a continuous research-feedback-design loop: conducted user interviews, usability testing, A/B testing, and synthesized insights (including AI-assisted methods) for iterative improvements.
- Designed Salesforce- and nCino-integrated user flows, aligning with platform standards and ensuring inclusive experiences for both administrators and students.
- Delivered cross-platform, responsive, and accessible experiences (desktop and mobile), applying HIG, Material Design, and Atomic Design principles using the internal *Apricot* design system.
- Created high-fidelity prototypes in Figma, Sketch, Abstract, and Zeplin; collaborated with React-based engineering teams for accurate implementation and accessibility handoff.
- Reviewed and annotated designs with accessibility criteria; collaborated with QA and dev teams to validate implementation and remediation.
- Led accessibility training initiatives across design and engineering teams to embed inclusive design thinking into product culture.

The World Bank - December 2002 - February 2019 - UX Architect (Direct Employee, Dec 2010 - Feb 2019) | Sr. User Experience Specialist (Contract through Satyam/CMC, Mar 2002 - Nov 2010)

Role: Sr. User Experience Specialist

- Led UX strategy and delivery for enterprise eBusiness platforms, including Trust Fund systems and global career portals, ensuring inclusive, scalable design across devices.
- Partnered with stakeholders and end users to translate complex requirements into intuitive, accessible experiences aligned with WCAG and Section 508 standards.
- Mentored junior designers and vendor teams, driving consistent quality and reinforcing accessibility practices across global deliverables.
- Delivered mobile-responsive, persona-driven designs that increased task completion by 25% and improved onboarding metrics by 30%.

- Conducted usability testing and accessibility reviews using screen readers, keyboard-only navigation, and tools like Axe and WAVE.
- Developed user flows, wireframes, and interactive prototypes; maintained a centralized UI library to streamline development and ensure visual and functional consistency.
- Established design governance frameworks through detailed style guides and reusable components, embedding inclusive design at scale.

SIFY - March 2000 - November 2002 Web Developer

Role: Web Designer

Key Clients: Adidas, Nike, Reebok, Pepsi, Coke, Hi-design

- Designed over 120 branded e-commerce microsites for clients like Adidas, Reebok, and Pepsi.
- Contributed to UI consistency, promotional design, and site migration during rapid scaling of the Sify Mall platform.

SIGNIFICANT HIGHLIGHTS

- Certified Usability Analyst - Human Factors International, USA
- Certified Scrum Master (CSM) - Scrum Alliance
- UX & Contextual Inquiry Training - IIT Mumbai
- Master of Arts in Linguistics - Madras University
- Certificate in Computing - India

EDUCATION & CERTIFICATION

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Extracurricular Accolades: Represented Corporate Rowing Team in India, Scout Master of Troop 160 in Chantilly - Powhatan district,

Language Proficiency: English, Tamil, Hindi & Telugu