

RAJESH ANANDAKRISHNAN, CUA, CSM, ITIL

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CORE EXPERTISE

HCD & Enterprise UX • BI Dashboards & Data Visualization • AI/ML-Informed UX • User Research & Usability Testing • Personas & Journey Mapping • Information Architecture • Figma Prototyping • Design Systems & UX Governance • Section 508 / WCAG 2.1 AA • Agile Collaboration

PROFESSIONAL SUMMARY

Human-centered design (HCD) and UX leader with 20+ years designing enterprise, public-facing, government-facing initiatives, web, and mobile systems, including complex financial aid and World Bank platforms. Combine UX research, business intelligence (BI), analytics, and AI/ML-informed design to translate complex information into accessible dashboards, clear workflows, and actionable experiences. Lead design systems, prototyping, Section 508/WCAG reviews, and cross-functional Agile delivery.

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PROFESSIONAL EXPERIENCE

Kyool - May 2025 - Present

Role: Principal UX Designer | Startup

- Own HCD strategy and end-to-end UX for an iOS, Android, and web fitness platform, shaping product direction from early discovery through design validation and launch.
- Design BI-style dashboards and visualizations that turn activity, goal, step, distance, workout, streak, and group-performance data into clear metrics, trends, and actionable insights.
- Map journeys, personas, task flows, and information architecture for onboarding, group creation, activity tracking, goal setting, and social engagement.
- Apply AI/ML-informed and analytics-driven UX thinking to explore user behavior, evaluate product experiences, and communicate insights through understandable interfaces and visualizations.
- Produce Figma wireframes, high-fidelity prototypes, reusable interaction patterns, and interface specifications for mobile and responsive web experiences.
- Partner with developers to validate UI behaviors, accessible interaction patterns, privacy/permission flows, platform consistency, and release readiness.

College Board - March 2019 - April 2025

Role: Lead UX Designer / Product Designer

- Led UX and HCD for PowerFAIDS, a complex enterprise financial aid platform serving educational institutions, translating institutional rules and workflows into intuitive user experiences.
- Planned and conducted stakeholder interviews, usability studies, heuristic evaluations, journey mapping, and iterative research with financial aid administrators.
- Created information architecture, task flows, responsive wireframes, high-fidelity prototypes, and development-ready interaction specifications for Agile delivery.
- Redesigned critical workflows, improving user task success rates by up to 90%; simplified navigation, labels, and content hierarchy to cut onboarding time by as much as 70%.
- Designed data-intensive financial aid and student-facing workflows integrated with Salesforce CRM and nCino; presented complex financial information clearly to end users.
- Applied the Apricot Design System and reusable components to support consistent navigation, UX patterns, responsive behavior, and scalable implementations.
- Integrated Section 508 and WCAG accessibility considerations into design reviews and implementation discussions with React development teams.
- Facilitated recurring UX Clinics, design critiques, and sprint reviews; mentored junior designers and developers and aligned product, engineering, and business stakeholders.

The World Bank - December 2002 - February 2019

UX Architect / Sr. UX Specialist

- Led UX architecture and human-centered design for global enterprise and eBusiness platforms, partnering with institutional sponsors, end users, and distributed technical teams.
- Redesigned complex institutional workflows, raising user task completion by 25% and reducing support tickets through better information structure and task-focused design.
- Defined research plans and performed stakeholder interviews, usability evaluations, heuristic reviews, and iterative validation; converted findings into personas, journeys, flows, and interactive prototypes.
- Collaborated with government stakeholders and international development teams across multiple countries to design and improve complex enterprise digital platforms, translating diverse business, regulatory, and user requirements into accessible, human-centered solutions.
- Established navigation, interaction, style, and usability standards; built a centralized UI library using reusable HTML, CSS, JavaScript, and shared design components.
- Developed responsive, accessible interfaces and detailed specifications; collaborated with engineering teams to align implemented experiences with design intent.

- Managed internal UX designers and external vendors delivering the World Bank Group global careers experience, including stakeholder coordination and design quality.
- Led persona-based redesign of the careers experience, improving new-user onboarding by 30% and supporting a more understandable candidate journey.

SIFY - March 2000 - November 2002 Web Developer

Role: Web Designer

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

- Designed and developed digital experiences for Sify Mall, one of India's pioneering e-commerce platforms. Designed and developed 120+ merchant and brand websites for a pioneering e-commerce platform, supporting brands such as Adidas, Nike, Reebok, Pepsi, and Coca-Cola.
- Created front-end user interfaces and supported migration from ASP to BroadVision to improve platform maintainability.

SELECTED LEADERSHIP & RECOGNITION

- Innovative design award - 2025, recognizing optimal design revamp
- VPU Team Award, The World Bank - 2011, 2012, 2018, recognizing cross-functional collaboration and project delivery.
- Star Performer, Satyam Computers - 2006, 2007, 2008.
- Chair & Organizer, First World Usability Day in Chennai, India - 2005.

EDUCATION & CERTIFICATIONS

Certified Usability Analyst (CUA) - Human Factors International | **Contextual Inquiry & UX Training** - Indian Institute of Technology, Mumbai | **DHS Section 508 Trusted Tester Certification** | **Master of Arts** - University of Madras | **Certificate in Computing** - IGNOU

Language Proficiency:

English, Tamil, Hindi, Telugu