

# Poonam Jayarajan

## Product Designer

Product Designer with over a decade of multidisciplinary experience creating impactful digital experiences through user research, interaction design, and strategic thinking across enterprise, ecommerce, and digital products.

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🌐 www.poonamjrn.com

📍 India | Open to relocation

### SKILLS

- ▶ UX Research & Strategy
- ▶ Interaction Design
- ▶ Usability Testing
- ▶ Information Architecture
- ▶ Design Systems
- ▶ Enterprise UX
- ▶ Visual Design
- ▶ Accessibility (WCAG)
- ▶ Stakeholder Collaboration
- ▶ AI-assisted Design

### TOOLS

- ▶ **Design:**  
Figma, FigJam,  
Adobe Suite -  
Illustrator, Lightroom,  
Photoshop
- ▶ **Analytics:**  
Google Analytics
- ▶ **Collaboration:**  
Miro

### LOCATION

Based in India |  
Open to Relocation

### WORK EXPERIENCE

#### ● Independent Product Designer May 2024- present

- ▶ Redesigned high-impact touchpoints across a luxury recommerce mobile app as a self-initiated project, applying competitor analysis, heuristic evaluation, user flows, and moderated usability testing to improve product discovery, user trust, and seller onboarding.
- ▶ Applied Figma-based design practices across self-initiated product work, while strengthening capabilities in product strategy, accessibility, and AI-assisted design through continuous professional development and published insights on emerging UX topics.

#### ● Capgemini Jan 2015 - May 2024

##### ● Team Lead - Design Jun 2022 - May 2024

- ▶ Led the strategy, product design, and execution of an internal enterprise portal serving ~450 team members, restructuring information architecture and content strategy to simplify workflows; the redesigned approach was subsequently adopted as the team standard following leadership review.
- ▶ Partnered with solution architects to redesign an internal data management application used by their team of ~50 members, simplifying complex navigation flows and streamlining access to critical information through intuitive navigation and dashboard experiences; positive usability feedback supported its successful implementation across the larger team.
- ▶ Redesigned key business-facing pages covering capabilities, case studies, and events for internal teams and prospective clients across automotive, retail, and telecommunications sectors; positive stakeholder reception led to the redesign being extended to additional key pages.

##### ● Process Lead Oct 2017 - Jun 2022

- ▶ Led the UX strategy and interaction design of an internal business website for a 35-member creative design, content, and marketing team, creating an intuitive user experience that helped increase visibility of their capabilities and support business development.

## CERTIFICATIONS

### ▶ Accessibility and Inclusive Design

University of Illinois  
Urbana-Champaign |  
Oct 2025

### ▶ Generative AI for Product Managers

IBM | Jan 2025

### ▶ Google UX Design Specialization

Google | Oct 2023

### ▶ UX Management: Strategy & Tactics

IxDF - The Interaction  
Design Foundation |  
Aug 2020

## LANGUAGES

▶ English (Fluent)

▶ Malayalam (Fluent)

▶ Hindi (Proficient)

- ▶ Partnered with cross-functional stakeholders across global business units to redesign their employee management platforms by enhancing usability and simplifying the onboarding experience.
- ▶ Mentored junior designers on UX and communication design best practices through design reviews and knowledge sharing sessions, within the team.

### ● Consultant

Jan 2015 -Oct 2017

- ▶ Redesigned key intranet experiences for research management teams across multiple business towers, improving information visibility, content navigation, and overall user experience while introducing faster-loading pages and reusable design templates adopted by other internal teams.
- ▶ Conceptualized and designed integrated marketing campaigns, quarterly collaterals, events and social media assets that promoted services, showcased achievements and increased visibility among European business stakeholders.

### ○ Hidesign

Apr 2013 - Oct 2014

#### Senior Communication Designer

- ▶ Designed customer-focused strategic digital, social, and print campaigns that supported seasonal collection and brand marketing initiatives across multiple customer touch points.
- ▶ Collaborated with marketing, merchandising and production teams to translate business objectives into a holistic visual experience that strengthened brand communication across digital and retail channels.
- ▶ Managed end-to-end creative projects across packaging, print, and digital marketing campaigns, overseeing project timelines, print production budgets, and vendor relationships to ensure delivery of high-quality, brand-consistent assets.

### ○ Flip Design Studio

May 2012 - Apr 2013

#### Communication Designer

- ▶ Conceptualized and designed brand identities and corporate communication assets across print and digital platforms.
- ▶ Partnered with senior designers to translate creative concepts into cohesive brand communication collateral across multiple client projects.

## EDUCATION

### ▶ Post Graduate Diploma, Communication Design

MIT Institute of Design, Pune, India

### ▶ BSc, Electronic Media

M.O.P. Vaishnav College for Women, Chennai, India