

CV

Jay Rai - UX/UI/Product Designer

Bio

8+ years of experience designing digital products across web, mobile, browser extensions, and email. I enjoy untangling complex problems and turning them into experiences that feel simple to use. I've led projects from feasibility through to launch, collaborating with various teams to deliver solutions for millions of users. Every design decision I make has a clear purpose behind it, but I'm never afraid to challenge my own thinking if it leads to a better outcome.

January 2021 - Present

Stafford, UK

TopCashback - UX/UI Designer

- Balancing the needs of members, commercial objectives, and retailer relationships.
- Leading successful end-to-end feature launches and multi-platform improvements in an agile environment.
- Presented ideas and proposals to UK and US Directors, influencing decisions on major initiatives.
- Conducting user research, usability testing, A/B testing, behavioural analysis to shape design decisions.
- Effectively collaborating with product managers, developers and international teams to deliver solutions for millions of members.

March 2018 - December 2020

Teknet - UX/UI Designer + Web Developer

Penkridge, Stafford, UK

- Designed and developed responsive websites and digital products for clients across multiple industries.
 - Continuously worked directly with clients to translate business requirements into simple user experiences.
 - Balanced UX/UI, branding, and development within a fast-paced agency environment.
 - Led projects from initial concepts through to implementation using HTML/CSS/PHP.
-

Education

September 2014 - June 2017

Aston University - BSc (Hons) Computer Science / Multimedia

Key modules: Human-Computer Interaction, Web Design & Development, Interaction Design.

Connect

<https://jayrai-portfolio.com/>

www.linkedin.com/in/jay-rai

jayrai3@hotmail.com

Design Skills

UX/UI Design, User research, User flows,

Interactive prototyping, Design Systems,

Wireframing, Accessibility (WCAG), A/B Testing,

Usability testing, Critical thinking, Workshops,

App Design (Apple & Android Guidelines).

Tools

Figma, Miro, Adobe Suite, AI, HTML/CSS, Google

Analytics, Qlik, CMS, Zeplin.