

Vandana Rajesh

Product Designer

Skills

New York, NY (Open to relocation)

332.999.6934
vandanarajesh13@gmail.com
[LinkedIn](#)
[My Portfolio](#)
[Thesis Paper](#)

Experience

UX & Research - Figma, Framer, ProtoPie, Qualtrics, Hotjar, A/B Testing, Journey Mapping, Design Systems, WCAG 2.1, iOS Familiarity

Visual & Motion - Adobe CC, Vector Illustration, After Effects, Brand Identity, Visual Storytelling

Prototyping & Dev - Unity (C#), HTML/CSS/JS, Arduino, Max MSP, Git

Pomu - AI-powered B2B Fashion Startup / Product Designer

APR 2024 - APR 2025, NYC/REMOTE

Spearheaded an AI-powered search MVP and usability-driven flow overhaul, boosting match accuracy by 30%, reducing bounce, and scaling LinkedIn engagement from 0 to 350+ in 2 months to attract investor interest.

Known Source - Secondhand Luxury Marketplace / UX Researcher

SEPT 2023 - DEC 2023, NYC/REMOTE

Uncovered and resolved friction in search/filter UX via interviews and heatmaps, cutting task time by 60% and improving seller conversions.

HackNYU - University Hackathon Team/ Visual Designer

MAR 2024 - MAR 2025, NYC

Directed cross-channel branding for a 600+ person hackathon, increasing signups by 15% through scalable assets and cohesive storytelling.

New York University - IT/Research/ Survey Design Specialist

MAY 2024 - MAY 2025, NYC

Advised 50+ researchers on mobile-first survey design and accessibility, raising response reliability and workshop turnout by 15%.

Education

New York University / MS Integrated Design and Media (UX/HCI)

SEPT 2023 - MAY 2025, NYC

SRM Institute of Science and Technology / BS in Computer Science

JULY 2019 - MAY 2025, INDIA