

Lesha Gajjar

I am a UX Designer with a background in IT Quality Analysis. I'm passionate about creating unique experiences for people, bringing an aesthetically driven and human-centered perspective to every project.

SAN FRANCISCO

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PROJECTS

Shazam (group project)

Research indicates that most users spent less than half a minute on Shazam. So to increase the time users spend we added new engaging features such as Hashtag, like a song, swipe up to listen to more songs and added toggle bar to explore different genres to engage users and stay longer on the app.

Workout World (solo project)

Users were not motivated enough to go to the gym regularly so I added few features like a scanner for time tracker and reward points for reimbursement to motivate users to visit gym regularly.

Denovo (solo project)

The De novo's unconventional website experience has affected their revenue so I made some design changes to navigation and call to action buttons to make it more user friendly to increase revenue.

EXPERIENCE

Scholar Rise — UX Designer

November 2021- January 2022

ScholarRise supports the college journey by connecting students and donors where students can create profiles, upload milestones, create campaigns and share campaigns. Students were hesitant sharing personal information so we added a privacy setting where Students can personalize their profiles without revealing too much private information from people they may not personally know.

Rezolve — Business Analyst/QA Analyst

SEPT 2020 - MAY 2021

Rezolve is a startup that is leveraging the power of advanced AI. As a BA I have worked on gathering information and communicating with clients as well as worked on requirement documents. I was also a part of QA testing for Chat bot.

SKILLS

User Experience Design.

Visual Design

Data Visualization

User Interface Design

Quality Analysis

Interaction Design

Data Visualization

Use-model / Sitemaps

Journey Map

Empathy-driven research

Persona Design

Wireframing

Human-centered design methods

Rapid Prototyping

TOOLS

Figma

Trello

Google Suits

Optimal workshop

Coggle

Otter.ai

Jira

Agile

Slack

Keyutech — QA Analyst (Mobile/Web)

DEC 2016 - AUG 2020

Keyutech is a startup that is developing a product in the ecommerce domain (estockgifts) that allows people to send and receive gift cards in the form of purchasing crypto currencies, fractional stocks and also tracks gift cards.

LANGUAGES

English | Hindi | Gujarati

Wells Fargo — QA Analyst (Mobile/Web)

NOV 2015 - NOV 2016

Worked on Digital platform- Personal Lines and Loans – Unsecured and secured lending unit. I was involved in a loan application platform validating new and existing features like Co-borrower applicant, electronic Signature.

Mirketa — QA Analyst

MAY 2013 - OCT 2015

Platform: Web/Mobile At Mirketa, I worked on testing web based application that was developing JIRA application plug-ins that would Customize dashboards and story tracking and assist in project management

EDUCATION

General Assembly — UX Design Immersive

July 2021 - January2022

GIA / Diamond Grading

October2011- May2012

L.D Arts / Bachelors with Economics

June 2000- April 2003, India