

Sooraj MV

UX Designer & Researcher

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WORK EXPERIENCE

Lead UX Researcher • State Street Corporation

April 2021 - Present
Currently leading the development and implementation of user research strategies to optimize user experience across the State Street product suite. Collaborating with cross-functional teams to understand user needs and behaviors while designing and testing user-centered solutions.

- Established the DX survey program: developed a survey guide for the product teams, formulated survey questionnaires, and initiated online surveys using the Qualtrics platform for core State Street products
- Led user research efforts to develop the first collateral management tool in alignment with the strategic expansion of the company's collateral management program
- Planned and moderated stakeholder, SME, and user interviews, usability tests, open card sorting sessions, and other UX research methods to identify key usability issues and enhance the overall user experience across the core product suite
- Analyzed hundreds of hours of interview data, survey results, and usability metrics, synthesizing actionable insights to create UX roadmaps and other artifacts that aligned with the broader UX strategy of the organization
- Mentored junior designers in UX research, providing hands-on experience, feedback, and guidance on various research methods

Senior UX Designer & Researcher • State Street Corporation

March 2019 - March 2021

- Contributed to the State Street design system by developing and refining design guidelines and adding new components, ensuring consistency and scalability across products and platforms
- Designed intuitive, world-class enterprise banking applications with complex underlying business rules
- Led in-depth qualitative research with leading investment banking experts, transforming their financial insights into practical, user-centered, and accessible products

Senior UX Designer & Researcher • Accion Labs

March 2019 - March 2021

- As the sole designer, I redesigned Echo Health Inc.'s enterprise application suite, incorporating additional features while leading design and research initiatives and collaborating closely with cross-functional teams and stakeholders
- Designed a Proof of Concept that secured the contract for designing the intranet for American Water Works
- Led UX workshops, research, and design delivery for multiple B2B products serving global clients

UX Designer • Techchefs (Virtusa Corporation)

September 2016 - July 2017

- As a UX designer at TechChefs, I designed websites and mobile apps for a diverse range of clients in industries such as banking, insurance, gaming, and e-learning

EDUCATION

Bharathidasan University

Bachelor of Science in Animation
2008 - 2011 (Full time)

CERTIFICATIONS

Certified Usability Analyst (CUA)™
HFI (Credential ID: 2024-9244)

Adobe Certified Expert
Adobe (Credential ID: ADB363857)

SKILLS

Qualitative research methods

User interview protocols
Moderated Usability Testing
Open Card Sorting
Data Analysis and Synthesis:
(Note-taking, Thematic Analysis,
Generating Insights, Personas)
Heuristic Evaluation
Contextual Inquiry
Competitive Research

Quantitative research methods

Surveys, A/B Testing
Tree Testing, Closed Card Sorting
Task Completion Rates

Design & Management Skills

UI and Visual Design, Task flows
Wireframing and Prototyping
Journey Mapping, WCAG compliance
Agile/Scrum, UX Roadmaps
Design System Management

TOOLS

Figma, Sketch, Axure RP, Dovetail
Qualtrics XM, Optimal Workshop
Adobe Analytics, Microsoft Office
Adobe Suite, HTML and CSS, Jira

LANGUAGES

English (Full Professional Proficiency)
IELTS Academic (July 2024)
Overall Band: 7.5 - CEFR Level: C1
German (Limited proficiency)
Goethe-Zertifikat A2

Senior User Interface Designer • Vebbler Technologies

October 2015 - September 2016

- Conceptualized and designed 'Vebbler', the photo-sharing app, right from the beginning, from information architecture (IA) to final visuals and animations, in collaboration with other designers and stakeholders
- Revamped the main Vebbler website and multiple landing pages to enhance user experience and improve overall aesthetics

Web Graphic Designer • Computer Solutions East, Inc.

October 2014 - October 2015

- Designed the user interface and high-fidelity prototype for 'T-Box', an internal cloud data storage and backup application
- Led the development of new data visualization guidelines, training materials, and best practices for our business partners

Web Designer • Ad2pro Media Solutions (Deloitte Digital)

May 2012 - September 2014

- Designed interactive web advertisements for Patch, a news platform based in the United States
- Designed websites and landing pages for global clients across various industries, including media, finance, and e-learning

AWARDS

Bravo Award - (Issued by State Street · Dec 2023)

Awarded for leadership and research contributions to the MySS core products

Bravo Award - (Issued by State Street · May 2023)

Recognized for leadership and research contributions to the AO segment apps

Bravo Award - (Issued by State Street · Nov 2022)

Awarded for the pivotal role in establishing the DX survey program

Bravo Award - (Issued by State Street · Aug 2021)

Recognized for leading the UX Research for the Collateral Tri-party project