

# RAHUL SARRAF

## UX/UI Designer & UX Researcher

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### CAREER HIGHLIGHTS

- Over 3 years of corporate experience
- 2 years of Healthcare IT experience
- Creative & analytical approach to UX
- Team player who leads by example
- Track record of excellent client satisfaction and management skills

### SKILLS

User Interviews	Card Sorting
Visual Design	Affinity Mapping
User Personas	Wireframing
Prototyping	User Flows
Usability Testing	Site Maps
Competitive Analysis	Team Building
Active Listening	Presentations
Empathy	Surveys

### TOOLBOX

Figma	Microsoft Office
Sketch	Photoshop
Axure RP9	WordPress
InVision	Google Analytics
Zeplin	Basic SQL
JIRA	Basic Bootstrap
HTML / CSS	Dreamweaver

### LANGUAGES

English	Native proficiency
Hindi	Professional working proficiency

### EDUCATION

Northern Illinois University, Dec 2016  
B.S. Ops & Information Management  
Minor in Marketing  
Certificate in Interactive Marketing

### EXPERIENCE

#### Rave Travel Technology

##### UX Designer | September 2019–October 2019 (Contract)

Renewed the client's beta solution over a 4-week project about booking travel & tourism. I led my team through user research interviews and synthesis to shape personas that represented the target user. We explored concepts, wireframes and usability tests to further refine the user experience. Ultimately, we designed and presented a clickable MVP prototype to stakeholders, created in Figma.

#### DESIGNATION - Immersive UX/UI Bootcamp

##### UX Designer | May 2019–November 2019

Designed trendy native iOS and responsive web applications using interviews and exploratory methods, including usability testing. I produced wireframes and prototypes using leading industry tools, such as Axure, Figma, Sketch & InVision.

#### Cerner Corporation

##### Technical Solution Analyst | April 2017–May 2019

Utilized in-depth solution knowledge and analytical skills to investigate and troubleshoot issue response tickets. I synthesized client feedback and usability test data to understand clinicians' needs and relayed enhancements including workflow improvements to internal development teams for consideration.

#### Abbott Laboratories

##### Jr. Business Consultant | August 2016–October 2016 (Project)

Monitored young adults' Pedialyte® brand awareness using social media sentiment, across platforms such as Twitter & Facebook. I analyzed keyword popularity using Google Analytics and Tableau, to ultimately pitch a brand repositioning strategy to executive-level managers, based on findings.

#### Aldi

##### IT Specialist | May 2016–August 2016 (Internship)

Pioneered the design and configuration of a Microsoft Sharepoint site, to promote open-end communication between help desk agents and managers. I piloted the new solution with 26 agents and managers over a 2-week span to test and catch defects before implementing the solution on a large scale.

#### Skorboard

##### Jr. Business Consultant | December 2015–May 2016 (Project)

Conducted primary research through interviews with supply chain managers within the retail industry. I analyzed the feedback to focus on metrics and data points that affected manufacturing and created wireframes as a means to pitch data visualization KPI dashboards to the company CEO.

