

# Raj Gopal Ratan

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[rajgopalratan@gmail.com](mailto:rajgopalratan@gmail.com)

Portfolio: [rajgopalratan.com](http://rajgopalratan.com) | Work at Salesforce

Hyderabad, India.

**I'm a product, visual designer who thrives in high impact spaces, ambitious teams and great culture.**

I thrive on collaborating with technology, society, and individuals. As a designer, I embrace continuous learning and evolving approaches, embracing diverse skills and industries to tackle meaningful challenges that simplify and leave a lasting impact. Cultivating a rich cultural ethos, I prioritize authentic connections and foster genuine relationships in my professional endeavours.

## Skills

Experienced in Interaction & Product Design, Visual Communication, Storytelling, Graphic Design, Research, Design Strategy, and Motion Design.

## Tools & Methods

Interviewing, User Testing, Jobs-To-Be-Done, Journey Mapping, Product Architecture, Figma, Sketch, Principle, Photoshop, Illustrator, After Effects.

## Certifications

Google UX Design Professional Certificate (Currently pursuing)

Enterprise Design Thinking Practitioner by IBM

User Experience Digital Skill by Accenture

## Education

B.Tech – Computer Science & Engineering - 2014

## Professional Experience

### Salesforce · UX Designer II · Sept 2022 – Present

**Generative AI:** Spearheaded the development of a groundbreaking Generative AI Experience automating survey generation, real-time translation, and survey response summarization, significantly streamlining user research processes.

**Innovation:** Played a key role in the development of the MS365 CLM (Contract Lifecycle Management) system, fostering enhanced collaboration and organizational efficiency with salesforce CRM.

### Sawo Labs · Product Designer · Feb 2022 – Aug 2022

**Collaboration:** Collaborated with product managers to gather requirements, user feedback, and business needs. Conceptualized, designed responsive solutions for intricate UX challenges, optimizing designs for branding, UX, and accessibility across web and mobile platforms.

### Intellogi · UI/UX Designer · Aug 2021 – Dec 2021

**Design Ownership:** Led UX analysis for client's digital assets, crafting a comprehensive strategy. Developed design solutions, collaborating cross-functionally for tailored digital experiences and advised on UX research methods for predictive insights for iuzet brand.

### Grit Innovation · UI/UX Designer · Sep 2020 – May 2021

**Product Vision:** Oversaw product vision for esiqnquick.com, conducting research, prototyping, and user-testing. Strategized design decisions and iterated for optimal user experience across core and new features.

### Infocusrx · UED Engineer · Apr 2019 – May 2020

**Development & Design:** Created intuitive websites, responsive design for Web & Mobile Application / Product Interfaces.