

# Keerthana Rajendran

Product designer (She/Her)

[keerthana.design](https://keerthana.design)

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## Education

### B.Tech Information Technology

Sri Ramakrishna Engineering College, India

2011 - 2015

## Certifications

### UX Design Nanodegree

Udacity

### UX and Portfolio

Interaction Design Foundation (IDF)

### Fashion Photography

Amsterdam Fashion Academy (AFA)

## Skills

Prototyping	Interaction design
Design system	Illustration
HTML & CSS	Mobile & Web design
Usability testing	Journey mapping

## Tools

Figma	Photoshop
Adobe XD	InDesign
Sketch	Procreate
Miro	

## Experience

### UX Designer • Eagle Eye Networks

Cloud-based video surveillance | B2B, SaaS | Mobile & Web

Full-time, Amsterdam | Remote & Hybrid | Dec 2023 - Present

- Led the end-to-end UX design for the Eagle Eye Viewer mobile app (Android & iOS), including features like history browser, multi-camera view, and event history.
- Designed advanced filters and search functionality for the web app, along with the developer community forum and help center.
- Collaborated with the design team in the creation and management of design systems and component libraries, ensuring consistency and scalability across multiple products.
- Collaborated with stakeholders to define priorities and align UX design strategies with business goals.
- Conducted technical feasibility assessments in partnership with development teams to ensure smooth design implementation.
- Spearheaded the development and refinement of design workflows, user-journeys and agile processes, improving team efficiency and cross-functional collaboration.

### UX Designer • Formelio (formerly Ivido)

HealthTech | B2B, SaaS | Mobile & Web

Full-time, Den Haag | Remote & Hybrid | May 2022 - Nov 2023

- Partnered with the research team to leverage user insights and data-driven decisions in scoping product requirements and translating them into design ideation.
- Sketching and delivering the wireframes, designing user interfaces and creating the working prototypes for mobile and web platforms
- Collaboration across teams to validate the technical feasibility and to align with the project roadmap by closely working with the Product team and the Engineers.
- Helping the research team with user and A/B testing with the materials - interactive prototypes to gather user insights.
- Creation and maintenance of Design System from scratch, ensuring consistency and re-usability across products.
- Driving accessibility standards across products for fonts and color contrasts according to W3C standards.
- Information architecture and complex data grouping, allow for more precise and consistent layouts across products.
- Collaboration with the developers during refinement, pre-refinement and hand-off to reduce the technical challenges and tone down the complexity

### Product Designer • JusFlo

Fintech | Full-time, Amsterdam | Indie | Sep 2020 - Apr 2022

### Founder • Inkpresso

Art & Illustration | Side gig | Amsterdam