

PORTFOLIO [jayrajoria.com](#)

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Designer with 4+ years shaping end-to-end digital experiences across commerce, craft and travel, pairing behavioural research with systems thinking to move conversion and speed-to-market. Works AI end to end: research synthesis, generative imagery, and working prototypes coded in Claude Code, Codex and Cursor.

+35% CONVERSION LIFT	6 BRAND PLATFORMS	80+ CAMPAIGNS SHIPPED	4+ yrs DESIGN PRACTICE
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EXPERIENCE

June 2025

– Present

UI/UX Designer

Jaipur Rugs, Jaipur, India

- Lead end-to-end design across six brand platforms (Jaipur Rugs, Jaipur Rugs Foundation, Nand Kishore Chaudhary, JR Farms, Asterlane and Shyam Ahuja), holding one coherent experience across them.
- Direct the design team on mobile-responsive B2C and B2B journeys; data-driven work lifted conversion **35%**.
- Run user, A/B and ethnographic research programmes: **40%** higher satisfaction and **30%** better targeting.
- Introduced Lean UX iteration cycles, cutting development time **25%** and contributing to **20%** online revenue growth.
- Brought AI into the team's workflow: LLM research synthesis, generative campaign imagery and prototypes coded in Claude Code and Cursor, compressing concept-to-demo from days to hours.

March 2024

– May 2025

Founder & Experience Designer

The Desi Footprints, Jaipur, India

- Founded an experiential tourism platform addressing unorganised travel across Jaipur and Rajasthan; scaled organically to consistent bookings within six months.
- Mapped the ecosystem through primary research with **50+** independent travellers and the Rajasthan Tourism Department; found **90%** of unagencied visitors hit overpricing and thin cultural access.
- Curated street-food walks, blue-pottery workshops and rural storytelling tours into a product line built with local artisans and hosts.

August 2022

– Feb 2024

UI/UX Designer

Coadal Technology Pvt. Ltd., Jaipur, India

- Delivered end-to-end experiences for global clients, research through high-fidelity handover.
- Designed **30+** interactive marketing campaigns, raising click-through **40%**.
- Restructured information architecture and content flow, cutting support tickets **30%**.
- Shipped feedback-driven design systems: **37%** better usability scores and **20%** faster speed-to-market.
- Led mobile-first initiatives (**50%** more mobile engagement) and championed Agile practice, lifting team productivity **35%**.

March 2022
– June 2022

UI/UX Designer

Wellversed, Gurgaon, India

- Redesigned the core e-commerce interface for the wellness marketplace: **30%** longer sessions, **15%** lower bounce.
- Led mobile-first accessibility and responsiveness work, growing mobile traffic **50%**.
- Conceptualised the backend inventory model, accelerating order fulfilment **40%**.
- Partnered with product, marketing and engineering to tie design strategy to revenue and retention goals.

August 2021
– Feb 2022

Visual Designer

The Mediassistant, Jaipur, India

- Designed and shipped **50+** marketing campaigns, adding an average **40%** annual revenue on key accounts.
- Built cohesive brand and design languages that improved client market visibility **50%**.
- Integrated SEO-aligned visual content, driving an **80%** increase in organic traffic.

EDUCATION

B.E., Computer Science Engineering

2019

Rajasthan Technical University, India

A foundation in human-computer interaction, systems and problem-solving, carried from engineering into design; analytical thinking joined to craft.

PRACTICE

RESEARCH

Ethnography · Personas · User & A/B testing · Behavioural analytics

PROCESS

Lean UX · Agile delivery · Design-engineering handoff · Team direction

DESIGN

Design systems · Information architecture · Mobile-first UI · Prototyping

AI IN CREATION & DEVELOPMENT

Prompt engineering · Generative imagery & video · AI-assisted research synthesis · Vibe-coded prototypes and shipped front-ends

TOOLKIT

DESIGN

 Figma

 Adobe CC

 Photoshop

 Illustrator

 After Effects

 Premiere Pro

ANALYTICS & SEO

 Google Analytics

 Microsoft Clarity

 Semrush

 Ahrefs

 Surfer SEO

AI & BUILD

 Claude Code

 Codex

 Cursor

 Replit

 Higgsfield

 GitHub

CERTIFICATIONS

Prompt Engineering, Google (Coursera)

Human-Centered Design, Interaction Design Foundation

Product Designer Fellowship, Next Leap

Digital Skills: User Experience, Accenture