

Ruchika Jajodia

User Experience / User Interaction Design & Management

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As an accomplished UX / UI design manager I specialise in organising and leading creative teams to deliver solutions which are intuitive, seamless and delightful for users. My most recent experience has been leading and managing design teams in creative and innovative, product focused environments in the automotive space; namely infotainment and connected mobile app products.

I have a breadth of experience in design and human factors areas, including user research and understanding user behaviour and user interaction with products and services. Alongside automotive, I have worked across many other domains including business-to-business enterprise software, healthcare, gaming, smart TV and smartphone applications.

My career experience in various organisations from small enterprises to global corporations enhances my ability to understand the workings of any specific company and advance the capabilities of the design team. I also have an important understanding of internal customers of design teams, such as software and marketing teams, and work closely with internal customers to ensure their fulfilment.

I have proven experience of successfully growing and managing teams, goal setting, reviewing performance and appropriately adjusting targets to maximise my team's execution.

I am highly passionate about design and its importance in creating engaging products and services. I enjoy high impact roles and delivering unique products to market.

SKILLS

Team & Management

- Championing the user
- Building and growing high performing, sustainable teams
- Coaching and mentoring designers to deliver effectively
- Commercial awareness of business priorities & the role of design in the business
- Communication of design concepts to non-design team members
- Managing delivery of multi-platform designs
- Managing budgets and supplier relationships
- Collaboration with software teams to enhance end product delivery

Tools

- Figma
- Sketch
- Adobe Suite
- Omnigraffle
- ProtoPie
- Atlassian Suite

EMPLOYMENT

Aston Martin Lagonda Ltd.

UX / UI Design Manager

August 2021 - Present

- Managing design and delivery of all UX aspects of the next generation infotainment system for all upcoming Aston Martin cars launching from 2023 and beyond
- Responsible for Connected Car app user experience for both iOS and Android platforms

- Usability testing in various contexts e.g. online, static environment, driving simulator study, expert analysis & customer clinics in various countries
- Managing and developing the UX Design team and every individuals' development
- Managing budgets, recruitment and partner agencies
- Presenting regularly to senior executives including the CEO
- Working collaboratively with cross functional teams, departments and multiple external suppliers

Expanse Studios Ltd.

Design Leader (Contracts)

February 2020 - August 2021

Fantasy

- Creating and leading early stage development for an Aston Martin HMI project
- Later, contacted by Aston Martin for a permanent management role leading UX/UI design and delivery
- Focusing on streamlining scrum team processes to maintain and improve delivery quality and velocity

Territory Studio

- Next gen UX design for a Chinese OEM for their future carlines
- Managing a small creative team to create the concepts in a tight timeline

Dyson Automotive Ltd.

HMI (UX & UI) Design Lead

April 2017 - January 2020

- Managing the creation of HMI design vision for the first Dyson Car
- Defining and delivering the entire user experience for the vehicle and all user interaction touch points
- Regular design reviews with James Dyson, design director and other senior management and stakeholders
- Building and structuring brand new team from outset of project
- Leading UX & UI team of junior and senior designers
- Mentoring and coaching my team to deliver in a high pressured creative environment
- Running agile methodology using scrum framework
- Defining design processes, tools to be used and deliverables
- Working cross-functionally with teams ranging from HMI engineering, electronics and connectivity, to legals, IP and creative branding

Jaguar Land Rover Ltd.

UX Design & Human Factors Specialist

March 2016 - March 2017

- Leading HMI Design and Human Factors activities for multiple, simultaneous, future mobility projects
- Ideating and designing HMI for interior of Level 5 (full autonomy) autonomous vehicle focusing on passenger trust and comfort
- Designing UX for smart-surface technology

Ark Workplace Risk Ltd.

UX & UI Design Lead

September 2015 - March 2016

- Leading UX & UI Design, Information Architecture, Component Design and Usability Testing for cross platform B2B application (Web, iOS and Android)
- Working closely with development teams in an agile fast delivery based environment
- Sharing design input and vision for upcoming experience and feature improvements in daily stand-up sessions
- Writing design & business proposals to support, pitch and tender for new business

Tata Elxsi

Senior UX Designer

November 2011 - June 2015

Jaguar Land Rover

- Designing HMI and developing specifications for premium infotainment platform InControl Touch Pro, deployed in all carlines.
- Also leading large off-shore design team in India

Panasonic

- Smart TV application UX & UI design using restricted input from TV remote control. Apps included LinkedIn and Trade Me for New Zealand and USA market
- Audio devices research for emerging markets & new product ideas generation

Zynga

- Gaming application UX design - Mafia Wars

Mumbai International Airport

- Traveller's digital touch point research and identifying their needs, information design based on findings

Johnson & Johnson

- Diabetes Type II product research for Indian context

Human Factors Research & Design (HFR&D)

UX Design & Research Consultant

September 2010 - October 2011

Eros International

- iOS web and phone app UX/UI Design

IMRB / Star TV

- STEEPLE Design Research on upcoming areas to plan future TV content

Hewlett-Packard

- HP Officejet Pro 8600 Printer Information Architecture (IA) & HMI design (in production since 2011)
- Usability Testing, Moderating and Design Research on Printer needs & usage for Small & Medium Indian Businesses

EDUCATION

Srishti School of Art, Design and Technology - India

Product and Interface Design

2005 - 2009

National Institute of Design - India

Design Foundation

2004 - 2005