JOSHUA RAJAN
Visual and Digital Experience Designer

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EDUCATION

University of Houston
2021-May 2025 | B.S. Digital Media
GPA: 3.9/4.0
Related study: UX Principles, Page Layout & Design, UX Team

Obra D. Tompkins High School
2017-2021

EXPERIENCE

National Medal of Honor Museum

Digital Design and Marketing Intern
May 2023 - Present

- **Conducted user research and heuristic evaluations leading to a 33% increase in donation revenue** by auditing the museum's online donation page.

- **Developed over 40 interactive components** for the museum website's design system and components library.

- **Collaborated with marketing team to produce 3 e-mail marketing campaigns using html** with each campaign generating average open rates of over 20%.

Graphic Design Intern
Aug 2021 - Apr 2023

- **Directed and designed a digital ad campaign with over 60k viewers** per event and displayed at AT&T stadium.

- **Collaborated with the marketing team to produce social media graphics in fast-paced** environments.

- **Developed 80+ branded pitch decks** leading to over 50 major corporate partnerships.

Freelance Designer - Joshua Rajan Design
July 2021 - Present

- **Communicated with 30+ clients through various platforms** regarding branding and digital experience needs.

- **Managed multiple projects and iterative project developments** to ensure mutual success.

UI/UX Designer - Notesology
May 2020 - July 2021

- **Prototyped and developed a user-generated content (UGC) website** for a nationwide user base.

- **Developed 3 user personas and conducted user-centered research and interviews** to create informed, unique product features.

- **Conducted 2 usability tests on 15 participants each** to develop personalized onboarding experiences.

CERTIFICATES

IBM
- IBM Accelerate - Design Track (Jul. 2023)
  7.4% program acceptance rate

- Enterprise Design Thinking Practioner (Jun. 2023)

- Web Development Fundamentals (Jun. 2023)

- Artificial Intelligence Fundamentals (Jun. 2023)

Google
- Introduction to Generative AI (Jun. 2023)

Innovation Engineering Institute
- Blue Belt, Innovation Engineering (May 2023)

AWARD & HONORS

Red Fest 2023 | University of Houston
1st Place: Event Identity System
1st Place: Photographic Composition

SKILLS

Tools
Adobe Creative Suite, Figma, XD, Sketch, Mural, Cinema 4D, Canva, XMPie Circle, HTML/CSS

Research
User Interviews, User Surveys, Competitive Analysis, Comparative Analysis, Market Research, Usability Testing, Heuristic Evaluations

Strategy and Direction
Design Thinking, UX Strategy, Brand Strategy, Creative Direction, Art Direction, Content Strategy, Storytelling, Social Media Marketing, Customer Experience (CX) Strategy

Product Design
Personas, Storyboarding, Ideating, User Flows, Dialog Flows, Journey Mapping, Wireframing, Rapid Prototyping, Development, AR/VR, AI, UI Design, UX Design

Visual Design
Design Systems, Web Design, Graphic Design, Branding, Identity Systems, Campaign, Page Layout, Typography, Visual Communications, Motion Media, 3D and Illustration