Jay Rai

UX/UI Designer | Birmingham, UK | *Open to relocation*

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Profile

8+ years experience in UX/UI Design working across a fast-paced agency and currently at large retail/fintech company TopCashback. I currently build for all platforms including; web, iOS & Android, tablet, emails, and browser extensions for millions of users. I use qualitative & quantitative testing, research, flows etc. whilst ensuring WCAG 2.2 AA guides are met to build a successful solution.

I'm always iterating to build the best possible solution that meets the goal. I'm comfortable making decisions, and confidently explaining the reasoning behind them - in a way all stakeholders can understand. Equally, I'm never afraid to challenge my own thinking if it leads to a better solution.

Experience

TopCashback, UX/UI Designer | January 2021 - Present

- Led design for SSO integration and core page redesigns across web and native apps. In the first month, 18% of UK and 26% of US sign-ups used SSO, and 45K existing members linked their accounts.
    - Secured buy-in from UK/US directors to remove the homepage sign-up form, using test data, research and prototypes.

- Led design for the improvement of the most valuable acquisition channel (Refer & Earn), the changes saw a 20.6% increase in sign-ups YoY within the first 2 months.

- Improved the 'Payout Success' journey, tested and retested changes post improvements. Resulted in a 155% increase in Refer & Earn click-throughs, and 119% increase in TrustPilot click-throughs - along with a spike in positive reviews.

- Redesigned the Browser Extension, cutting UK users closing it by 54% and increased the Chrome Store rating to 3.4 stars.

- Redesigned the navigation with a category audit and mega menu. Resulted in no drop-off in category engagement, more traffic to products, and new retailer promotion spaces.

- Increased a campaign landing-page sign-up conversion by 21% through an A/B test of ad-matched messaging and imagery, working with UK & US Marketing teams.

- Effectively collaborating with product managers, developers and international teams to deliver solutions for millions of members, balancing member needs and commercial goals across UK, USA, Germany, France, Spain, Italy, China, and Australia.

Teknet, UX/UI Designer & Developer | March 2018 - December 2020

- Designed and built 25+ responsive websites for clients across industries, from construction companies to fine dining.
    - Built a bespoke online shop for Junius (a cold-pressed juice business), and a custom booking system for More Adventure alongside its website update.

- Led projects from initial concept to implementation using custom-built CMS templates, balancing UX/UI, branding, and development in a fast-paced agency.

- Built long-term client relationships and turned unclear/loose briefs into clear user experiences, including ongoing improvements as clients and requirements evolve.

Education

BSc (Hons) Computer Science & Multimedia | Aston University | 2014 - 2017

- Key modules include: Interdisciplinary Design, Computer Graphics, Human Computer Interaction, Interaction Design, Game Development.

Certification

APMG - Agile Project Management Foundation AgilePM(R)

Skills & Tools

Skills: User personas, complex flows, edge cases, wireframing, interactive prototyping, iOS & Android design, accessibility (WCAG 2.2 AA), motion design, animations.

Tools: Miro, Figma (motion, auto-layouts etc.), Adobe Suite, Jira, Notion, Zeplin, GA, Qlik, Convert (Split test tool), CMS, HTML/CSS/JS, growing AI tools (GPT, Claude, Gemini, NanoBanana, UX Pilot).