Rajasekhar (Raj) Ravulapalli

Founder & CEO at Sahayata care | UX & Product Design Leader | Creator – CRUX Edify | Director & Producer – Bhargava | Digital Transformation Expert | Strategic Design Leader | UX Architect | UX Researcher | UX Project Management | Product Strategy

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PROFILE

29 years in design and UX (since 1997). I design and build products that solve complex human problems — from enterprise platforms used at scale to new ventures focused on everyday care and assistance. Over the years, I've led UX teams and worked across telecom, banking, healthcare, retail, mobility and enterprise transformation, shaping products for organizations such as Verizon, Disney, CVS Omnicare, Westpac BT and others. Alongside my design leadership work, I'm building SahayataCare, a trusted local assistance platform designed to help parents, elders, families and busy individuals with everyday needs. My focus sits at the intersection of UX strategy, product design, AI, design systems, business thinking and execution. I enjoy taking ambiguous problems, simplifying them and turning them into experiences people can actually use. Currently exploring: AI-driven products, scalable service platforms, community assistance models and design-led businesses.

CORE SKILLS

Leadership & strategy: Product & UX strategy, Product vision & experience strategy, Design leadership & team management, Cross-functional collaboration

Methods & delivery: Agile & Lean UX, Scrum & Agile delivery, Hybrid Agile / Waterfall delivery

Creative tools: Adobe Photoshop, Adobe Illustrator, Adobe Premiere Pro, Maya

Product & AI: AI product & experience design, Conversational & voice UX, Product ownership & roadmapping, MVP definition & startup advisory

UX & product design: Information architecture, Interaction design, User flows & task flows, Wireframing & prototyping

Design & prototyping tools: Figma, Sketch, Adobe XD, Axure

Film & media production: Film direction, Creative direction, Screenwriting & scriptwriting, Screenplay development

UX research & strategy: User research & behavioral analysis, Research synthesis & insight generation, Personas & mental models, Journey & experience mapping

Learning & content design: Learning experience design, Digital learning content design, Visual storytelling, Instructional content visualization

Front-end technology: HTML5 & CSS3, Sass / Less, JavaScript & jQuery, AngularJS

EXPERIENCE

Founder & CEO — Crux
Dec 2025 – Present

Clients: Skinnu

- **Skinnu:** a responsive website for a dermatology clinic. Led the website end to end, from strategy and research planning to site structure, wireframes, a visual design system and a responsive prototype.

UX Senior Manager — Tech Mahindra
Sep 2021 – Nov 2025

Clients: Verizon

- **Verizon:** Enterprise customer portal redesign. Built an evidence-based case for change from three sources: thousands of customer comments, an expert review of menus, search and dashboards (heuristics, product-owner interviews, AI-predicted heatmaps), and benchmarking against 4 competitors and 11 best-in-class products. **Won leadership buy-in for a full redesign of a heavily invested system by making customer pain visible and measurable**.
- **Verizon:** design studio engagement: UX research and design at scale. Led a 14-person design studio of researchers, UX, UI and interaction designers, content and motion specialists. **About 40 projects across 4 Verizon business areas with a 14-person team; 13 led personally**.
- UX leadership for global enterprise clients. Led end-to-end UX strategy, managed a mixed team of designers and developers, set up scalable design frameworks, and aligned design decisions with senior stakeholders' business goals. **15% improvement in user engagement; 20% gain in operational efficiency**.

Senior UX Manager — Infinity Learn
Feb 2021 – Aug 2021

- Scalable UI framework for an EdTech platform. Created a reusable UI framework and worked with marketing to simplify key user flows. **Go-to-market timelines 10% faster; 25% increase in customer acquisition**.

UX Architect — WalkingTree Technologies
Jul 2019 – Jan 2021

Clients: IndusInd Bank

- UX architecture across multiple client projects. Owned UX architecture and delivery, and helped position the company as a one-stop UX partner. **Projects delivered within 95% of targeted timelines and budgets**.

Senior UI/UX Architect (Consulting) — C-Vision Inc
Sep 2016 – Jun 2019

Clients: CVS Pharmacy · Kellogg's · Disney

- Consulted as UX lead for Disney, Kellogg's and CVS Pharmacy, plus enterprise healthcare apps (30% better usability ratings).
- **CVS Pharmacy:** Internal retail operations applications. Part of the in-house Retail UX team: low- to high-fidelity prototypes, UI principles and style guidelines, front-end builds of approved designs, and regular UX reviews with stakeholders.

Senior Engineer, User Experience — AEGIS Consulting Services
2013 – 2016

Clients: RTO Manager · Elachi · Fashion Tree

- UX and product consulting on Fashion Tree, Elachi and RTO Manager.
- **RTO Manager:** Education admissions platform. Requirements workshops, wireframes and prototypes, UX testing with reports to the client, and style guides.

Associate Project Manager, UI/UX (Consulting) — PSI Data Systems / Aditya Birla Minacs
Dec 2005 – Jul 2013

Clients: OnDemand · Lawson · Société Générale · LA Times · My Virtual Model · Stagirus 360

- UX lead for Lawson, Stagirus 360, My Virtual Model, LA Times, Société Générale and the OnDemand automotive platform. Won an Award of Excellence in 2011.
- **OnDemand:** Dealer marketing platform for automotive brands. Led UX and the project: wireframes, component design, front-end build, estimates and client reviews.

Senior Analyst — Deloitte
Oct 2004 – Nov 2005

- Internal content and learning portals. Maintained the portals and designed internal communications.

EARLIER CAREER

Team Leader — Anion Technologies	2001 – 2002
Programmer Analyst (Consulting) — Veninfotech (Plano, USA)	2001 – 2004
Team Leader / UI Lead — Codelinks Data Services (Conseco / CNO Financial) (Hyderabad, India)	1999 – 2001
Application Engineer, Multimedia — Haridas Softech (India)	1999
Multimedia Consultant (for KCDPL) — Aswa Informatics (India)	1999
Graphic / Visual Designer — Koneru Computer Designs Pvt Ltd (KCDPL) (India)	1998 – 1999
Multimedia Designer — Netrack Technologies (India)	1997 – 1998

KEY CLIENTELE

Disney · CVS Pharmacy · Kellogg's · Verizon · Wells Fargo · Société Générale · LA Times · Lawson · Honda · Mazda · Subaru · Tyco Electronics · CNSI · My Virtual Model · Department of Finance (Federal Government · USA) · State of Maine

CERTIFICATIONS

- Leadership Essentials — Harvard Business School
- Certified Usability Analyst (CUA) — Human Factors International (HFI)
- Scrum Master — SCRUMstudy
- Lean UX
- Digital Marketing Professional
- Masters certification in Adobe Photoshop (4.7/5) — Brainbench
- Illustrator, Dreamweaver, Flash and Director certifications — Brainbench
- UX Concepts — Brainbench
- ES2015, Sass and AngularJS courses — Code School
- Certified Drone Pilot — Telangana Aviation Academy

EDUCATION & RECOGNITION

- Bachelor of Engineering (Civil), Vijayanagara Engineering College, Bellary (Gulbarga University)
- Diploma in Multimedia (All India 1st rank), Arena Multimedia, Hyderabad
- 8 awards (including best team, Pat on the Back, Bravo and Standing Ovation) in TechMahindra, Award of Excellence, Aditya Birla Minacs (2011)
- Trusteeship, United Nations Media for Social Impact, New York (2018)