

# ARCHANA RAMESH

• UX Designer • UX Researcher • Front-end Dev

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## EXPERIENCE

### Saatchi & Saatchi

**Platform Intern** (Aug 2018 - Dec 2018)

Working on the Toyota website with a focus on **UX design**, **UX research** and **Business Analysis**.

### Pullano & Company

**UX Designer & Front-end dev** (Feb 2018 - May 2018)

Redesigned and developed the website for the medical insurance company as part of the Web development course at RIT. Performed **user research**, developed **personas** and **wireframes** as part of the design process.

### Pearit

**UX Design Intern** (May 2017- Aug 2017)

Performed **heuristic evaluation** and **user research** to design the **wireframes** and **prototypes** for Pearit's website - Intern magic.

### Bergen Swamp preservation society

**UX Researcher** (Feb 2017 - May 2017)

Conducted **usability testing** on the website after initially performing **heuristic evaluations** and recruiting participants using screeners and flyers.

### National Aerospace Laboratories

**Intern** (Jan 2016 - May 2016)

Developed software to detect dents on aircraft structures and estimate its depth. Designed the **UI** of the software based on the user requirements.

### Indian Institute of Science

**Intern** (Jan 2015 - July 2015)

Developed an Android app and designed its **UI** for processing different kinds of signals to generate graphs indicating the distribution of their samples.

## EDUCATION

### M.S. in Human Computer Interaction

**Rochester Institute of Technology**

Aug 2016 – Present  
GPA: 3.63

### B.E. in Information Science

**R. V. College of Engineering, Bangalore, India.**

Sept 2012 – May 2016

## SKILLS

**UX:** Contextual Inquiry, Heuristic Evaluation, User Research, Affinity Diagrams, Personas, Wire-framing, Prototyping, Storyboarding, Sketching, Usability Testing, Qualitative and Quantitative Analysis

**Design Tools:** Balsamiq, MockPlus, Marvel, Adobe Photoshop, Adobe Experience Design, Principle, Axure, Invision, Sketch, Proto.io

**Web Development:** HTML, JavaScript, CSS, JQuery, PHP, Bootstrap, XML

**Coding & Databases:** Java, C++, MongoDB, Neo4J, SQL, MySQL

## PROJECTS

### Usability study of multi-user movie-screening VR app (Feb 2018 – Present)

Performed **usability study** on a virtual reality application which allows people to watch movies together in a virtual environment.

Based on the results of the study, **design modifications** will also be suggested.

### Food delivery app prototype (May 2018 - Present)

Designed a prototype of an app in **Sketch**, which is intended for ordering delivery of fresh homemade food by local chefs operating from their homes.

### Bangalore website (Jan 2018 – May 2018)

Designed and developed a tourism website for the city of Bangalore, India using **HTML**, **CSS**, **JS**, **PHP**, **JQuery**, **AJAX**, and **Bootstrap**.

### Coaster Crunch (Sept 2017 – Dec 2017)

This application prototype aims to solve the most common problem that big amusement parks face today, i.e. long wait times for rides, by introducing a digital fast pass system as well as other additional features.

Conducted **user interviews**, created **affinity diagram**, **personas**, developed **wireframes** and **prototypes**.

### Voice Assistants study (Sept 2017 – Dec 2017)

This project aims at studying how productive are voice assistants for academic purposes.

Performed **qualitative analysis**, **quantitative analysis**, and **experimental research** on the data collected by interviewing students at RIT.

### Heuristic Evaluation of Virginia's EZ pass website (April 2017 - May 2017)

Perform **heuristic evaluation** of the Virginia's EZ Pass website. The evaluation resulted in a list of **27 usability and accessibility issues**.

### Project – Accoutre (Feb 2017 - May 2017)

Designed an app that would assist people to choose clothing based on the weather conditions and fashion trends.

Performed **contextual inquiry**, built the **flow** and **sequence diagrams**, built the **artifact**, **culture**, **physical** and **consolidated sequence models**, and created the **affinity diagram**.

Developed **low-fidelity** and **hi-fidelity prototypes** and created **story boards**.

### Google Maps Study (Feb 2017 - May 2017)

In this study, Google maps was evaluated by observing and interviewing users.

Performed **heuristic evaluation**, **field observations**, **contextual inquiry**, conducted **interviews**, created **personas**, and performed **story boarding**.

### Course Outcome Mapping (Jan 2015 - May 2015)

Designed and developed a web application for the course outcome mapping system for R. V. College of Engineering, Bangalore.

