

ARCHANA RAMESH

• UX Designer • UX Researcher • Front-end Dev

archanaramesh87@gmail.com
ar2693@g.rit.edu



archanaramesh.me
585-993-4145

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.