

# ARCHANA RAMESH

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## UX Researcher / UX & Digital Strategist / UX Designer / Business Analyst

### Professional Summary:

- Creative and detail-oriented emerging professional with experience conducting UX research, design, and strategy for web and mobile products.
- Skilled in sketching, storyboarding, wireframing, and prototyping multiple design iterations across platforms to incorporate feedback and continually refine UX.
- Perform in-depth analysis through usability studies, interviews, and testing to understand user pain points to deliver intuitive interfaces.
- Communicate with colleagues across functional areas to perform business analysis and document comprehensive business requirements.
- Results-focused with talent for uncovering usability and accessibility improvements that lead to increased user satisfaction and engagement.

### Areas of Expertise:

- Contextual Inquiry
- Heuristic Evaluation
- User Research
- Affinity Diagrams
- Persona Creation
- Wireframing
- Prototyping
- Storyboarding
- Sketching
- Usability Testing
- Quantitative & Qualitative Analysis
- Market Research
- User Flows & Customer Journey Maps
- Email and website analytics

### Core Technologies:

Design Tools:	Sketch, InVision, Adobe Photoshop, Balsamiq, Mockplus, Marvel, Adobe Experience Design, Axure, Proto.io, Keynote, UX Pin, Litmus, Hotjar, Eloqua, Usertesting.com, Optimal Workshop
Web Development:	HTML, JavaScript, CSS, JQuery, Bootstrap, XML

## Education

### Master of Science in Human Computer Interaction, 2018

Rochester Institute of Technology, Rochester, NY

### Bachelor of Engineering in Information Science, 2016

R.V. College of Engineering, Bangalore, India

## Experience Highlights

### UX/UI Design Associate II | 2/2019 – Present

Ingram Micro, Irvine, CA

I lead the UX efforts for the Business Intelligence team. I perform UX research and UX design for email campaigns, portals, landing pages, and web applications. My role is also geared towards being the point of entry in for projects, where I vet out the next steps like determining the research techniques to be used; and allocate the project to the right associate or lead the design effort on the project myself.

- Experience collaborating with a team spread across the globe. Worked with large Tier-1 IT vendors on various campaigns and portals which entailed UX research and design.
- Designed the UX process and JIRA workflows for the team, consolidated and minimized SLAs, and increased productivity.
- Defined key performance indicators to measure the success of the UX projects, built and leveraged analytics and customer insights to help transform the business.
- Initiated the culture of having design hackathons in the team and encouraged the drive for innovation by starting new design channels.

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- Leading design efforts as a part of the 'Product Enhancements' committee, and make critical design decisions for products across our team.

## **UX Designer and Business Analyst (Internship) | 7/2018 – 12/2018**

Saatchi & Saatchi, Torrance, CA

Performed UX research, UX design, usability testing, and business analysis for Toyota.com projects related to hybrid vehicles, Toyota Mirai, Toyota financial services and Toyota owner's websites. Created user stories and use cases; conducted market research for various projects.

- Led usability study for redesign of Toyota owner's homepage with newly created dashboards for showcasing, understanding, and grouping telematics data; explored optimal display for dashboard indicators and executed usability testing.
- Completed extensive research into user-centered design concepts, market research, and usability studies to recommend improvements to "Shopping Tools" and "Find a Dealer" features for increased sales.

## **HCI Graduate Student | 8/2016 – 12/2018**

Rochester Institute of Technology, Rochester, NY

Enrolled in HCI master's program with coursework including Foundations of Human-Computer Interaction, Usability Testing, User-Centered Design Methods, Information and Interaction Design, Research Methods, and Foundations of Web Technologies 1 & 2. *Key projects include:*

- **Corporate Website Redesign & Development:** Completed UX design and front-end development for medical insurance company project (Pullano & Company), including user research, persona creation, wireframing, and website development.
- **Non-profit Website Usability Study:** Member of six-person team evaluating Bergen Swamp Preservation Society's website for usability issues in collaboration with website developer. Moderated multiple usability studies. Completed heuristic evaluations, recruited new participants using screeners and flyers, and executed usability testing to ensure website mapped to users' conceptual model and provide a good user experience.
- **VR App Usability Study:** Led and conducted usability study of one of the first-ever multi-user movie-screening virtual reality app, analyzed results, and recommended design modifications.
- **Tourism Website Design and Development:** Designed and developed tourism website for Bangalore, India using HTML, CSS, JS, PHP, JQuery, AJAX, and Bootstrap.
- **Coaster Crunch App:** Interviewed users, prepared affinity diagram, created personas, and developed wireframes and prototypes for digital fast pass app intended to reduce lines at amusement parks.
- **Voice Assistant Study:** Interviewed students and evaluated efficiency of voice assistants for academic purposes through quantitative analysis, qualitative analysis, experimental research on data compiled from student interviews.
- **Government Website Heuristic Evaluation:** Performed heuristic evaluation of the Virginia's EZ Pass website that uncovered 27 usability and accessibility issues.
- **Accoutre App Design:** Designed app to assist users in selecting clothing brands based on weather conditions and fashion trends. Conducted contextual inquiry; created flow models, sequence models, artifact models, physical models, and cultural models; prepared affinity diagrams; and developed low-fidelity and hi-fidelity prototypes and storyboards.
- **Google Maps Evaluation (Desktop & Mobile Apps):** Completed heuristic evaluation, conducted observations and interviews, performed contextual inquiry, created personas, and designed storyboards.

## **UX Designer (Internship) | 5/2017 – 8/2017**

Pearit, Los Angeles, CA

Performed heuristic evaluation and led user research to design wireframes and prototypes for LA-based start-up's website, www.internmagic.com. Created new pages and redesigned home page, premium account page, cancellation page, and employer and student/employee account pages.

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**Software Developer (Internship) | 1/2016 – 5/2016**

National Aerospace Laboratories, Bangalore, India

Developed software to detect dents on aircraft structures and estimate depth using algorithms and image processing, including image acquisition, noise and background removal, phase wrapping and unwrapping, and height mapping. Designed UI in accordance with user requirements.

**App Developer (Internship) | 1/2015 – 7/2015**

Indian Institute of Science, Bangalore, India

Built Android app and created front-end UI for processing various signals and generate graphs of sample distribution. Functional features included AM wave generation in transmitter using amplitude, sampling rate, frequency, and signal type inputs, continuous wave input parameters, and FFT graph generation using Tuckis algorithm in receiver.

**Information Science Student | 9/2012 – 5/2016**

R.V. College of Engineering, Bangalore, India

Earned Bachelor of Engineering in Information Science. Completed Course Mapping Outcome project to design and develop web app for course outcome mapping system.