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 testing, interviews, ethnographic studies, card sorting, and other user research techniques 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
- Storytelling
- Critical thinking
- Cognitive Psychology
- Product/Digital Strategy

Core Technologies:

Design Tools:	Sketch, Balsamiq, Mockplus, Marvel, Adobe Photoshop, Adobe Experience Design, Principle, Axure, Invision, Proto.io, Keynote, Morae
Web Development:	HTML, JavaScript, CSS, JQuery, PHP, Bootstrap, XML
Coding & Databases:	Java, C++, MongoDB, Neo4j, SQL, MySQL

Education

Master of Science in Human Computer Interaction, expected 12/2018 - Rochester Institute of Technology, Rochester, NY

Bachelor of Engineering in Information Science, 2016 - R.V. College of Engineering, Bangalore, India

Experience Highlights

UX Designer and Business Analyst | 8/2018 – Present
Saatchi & Saatchi, Torrance, CA

Perform UX research, UX design, usability testing, and business analysis for Toyota.com projects related to hybrid vehicles, Toyota Mirai, and Toyota Owner's websites. Create user stories and use cases; conduct market research for various projects.

- Lead usability study for complete redesign of Toyota Owner's homepage for showcasing, understanding, and grouping telematics data; explore optimal display for dashboard indicators and different modules on the page; and execute 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. Articulated ideas using storytelling.
- Working on Toyota Financial Services to increase traffic, improve ease of use for customers, redesign and rearrange elements in terms of placement on the page etc. by conducting usability testing and comparative audit/market research.
- Collaborated on global navigation projects to better represent data/tabs Toyota.com's site navigation to the user.
- Assisted with categorizing and ordering vehicles on all Toyota.com pages better and strategic representation to users.
- Worked on various types of navigation for Toyota.com website and pages.

UX Designer and Front-end Developer | 2/2018 – 6/2018
Pullano and Company, Rochester, NY

Completed UX design and front-end development for medical insurance company website. Collaborated with team members to identify problem areas and potential solutions. Created design patterns/pattern library and color palettes for entire website. Performed user research, created personas, developed wireframes, and worked on website development.

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UX Researcher | 1/2017 – 5/2017
Bergen Swamp Preservation Society, Rochester, NY

Member of six-person team evaluating 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 good user experience.

UX Designer | 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. Ideated, explored, conceptualized, and redesigned home page, premium account page, cancellation page, and employer and student/employee account pages. Collaborated with developers and managers align design with business requirements.

UX Designer and UX Researcher | 5/2018 – Present
Independent Project, Irvine, CA

Crafted elegant mobile experience using Sketch to create prototype of app for ordering delivery of fresh food made by local chefs operating from their homes.

HCI Graduate Student | 8/2016 – Present
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.

- **VR App Usability Study:** Lead and conduct 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:** Crafted experience for digital fast pass app intended to reduce lines at amusement parks. Conducted design exercises and interviews with stakeholders, prepared affinity diagram, created personas and scenarios to understand user needs, and developed wireframes and prototypes.
- **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:** Ideated, explored, and 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 for grouping and organizing ideas generated from brainstorming; and developed low-fidelity, and hi-fidelity prototypes and storyboards.
- **Google Maps Evaluation (Desktop & Mobile Apps):** Worked on conceptualizing and redesigning Google maps interface. Completed heuristic evaluation, conducted observations and interviews, created personas to understand user needs, and designed storyboards and wireframes.

Software Designer and 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 and business requirements.

App Designer and 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

Crafted beautiful yet simplistic interface by developing design and contributing to website for course outcome mapping system.