Sriram Magesh

Product Designer and Computer Scientist

EXPERIENCES

Digital Media Intern • Greater Sacramento Economic Council

(Incoming) Jan 2023 - Jun 2023

Associate (Product Designer) • CodeLab

Sep 2022 - Dec 2022

- Worked cross functionally with developers, stakeholders, and project managers to deliver high fidelity mockups and prototypes
- Conducted comparative analysis and affinity mapping to identify user pain points to develop detailed storyboards and user personas
- Collaborated with engineers to restructure design choices to best fit their needs and capabilities
- · Repurposed existing color system to provide creative thoughtful solutions

Associate (UX Designer) • Design Interactive

Feb 2022 - Jun 2022

- · Led prototyping and ideation of a Facebook Messenger mobile redesign
- Utilized user interviews and affinity mapping to create design solutions, which focused on promoting higher customer engagement and business revenue
- Created wireframes and prototypes using Figma to replicate a working mobile application, which defined the key user interface for our final designs
- Communicated a 6 week design process in the span of 10 mins to a panel of 3 industry designers; our team being awarded the Most Customer Centric User Experience out of 5 different teams

Lead UI/UX Designer • Stanford Game Design Summer Program

Jun 2019 - Jul 2019

- Crafted overall design system and layout for an interactive game within a 2 week process
- Utilized Python knowledge to assist lead Developer with code structure and coherency
- Used PixilArt to craft various iterations of character mockups and maps
- Conducted market research to determine ideal ways to communicate the game over social media

PROJECTS

Custom Portal Page

Mar 2021 - Jun 2021

- Utilized HTML and CSS to create a portal, which best reflected design vision
- Created individual page layouts on Figma, which was then programmed to create site
- · Conducted AB Testing to determine most functional visual design

3D Furniture Modeling

Nov 2021 - Dec 2021

- Utilized Rhino software to develop prototypes and 3D render a personal creative interpretation of a modern house chair.
- Created models with various views of the chair: perspective, front, back, left

srirammagesh.com

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EDUCATION

University of California, Davis

Sep 2020 - Jun 2024

B.A - Design

Minors - Computer Science, Tech Management

SKILLS

Product / Design

User Research

Prototyping

Design Systems

Visual Hierarchy

Visual Design

Tools

Figma

Adobe Illustrator

Adobe Photoshop

Indesign

Visual Studio Code

Programming

HTML & CSS

Javascript

Python

C++