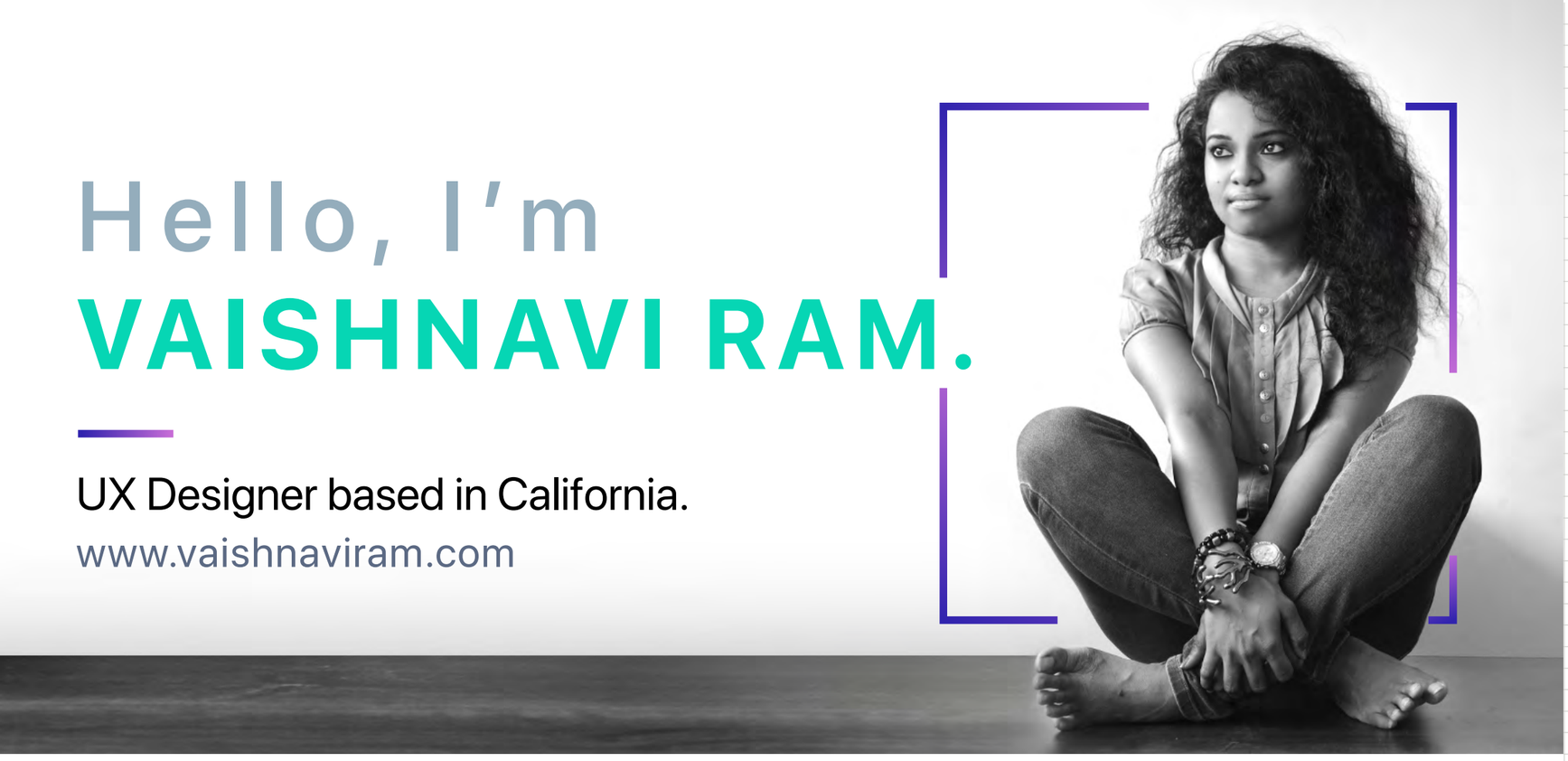
Hello, I'm
VAISHNAVI RAM.

UX Designer based in California.
www.vaishnaviram.com



ABOUT

Passionate about amplifying empathy in design and human interactions, putting the user in the center. Strive to create a design-driven business coming with a diverse background of branding, marketing, design, and user experience in addition to a deep interest in user research and behavior.

EXPERIENCE

SR. UX DESIGNER
2018 - Today
VMware
Motivated to evolve outstanding product experience for NSX & NSX Intelligence

SR. UX DESIGNER
2017 - 2018
Apple - MFI (For Cognizant)
Contribute among a pluridisciplinary team with my diverse skills to create high quality user experience.

UX DESIGNER
2015 - 2017
Apple GBI - UX (For Cognizant)
Commited to advocate design expertise into Business Intelligence

UX/ UI DESIGNER
2013 - 2015
FMCOE (For Cognizant)
Influenced creative-led corporate branding

UX/ UI DESIGNER
2012 - 2013
Astra Zeneca Interactive (For Cognizant)
Helped to increase the business conversion rate and optimized usability

VISUAL DESIGNER
2010 - 2012
Astra Zeneca (For Cognizant)
Incubated as Design Agency Of Record (AOR)

JOB PROFILE

A competent professional enthusiastic with 10 years of experience in Design.

Known for creative thinking, flexibility and ability to render solutions at crucial junctures of projects.

Strongly focuses on user category, intuitive research findings mapped to stakeholder's vision and business strategy.

Plan information architecture, create user scenarios, prepare data models.

Work in an agile environment, and iteratively craft design solutions.

Excellent team player with good interpersonal and communication skills.

EDUCATION

Advanced User Experience
uxmint
2015

MBA Systems Management
University of Madras
2010 - 2012

Graphic Design & Editing
Advanced 3D Animation
University of Madras
2008 - 2009

Bachelors in Visual Communication
SSS Shasun Jain College
2006 - 2009

CONTACT

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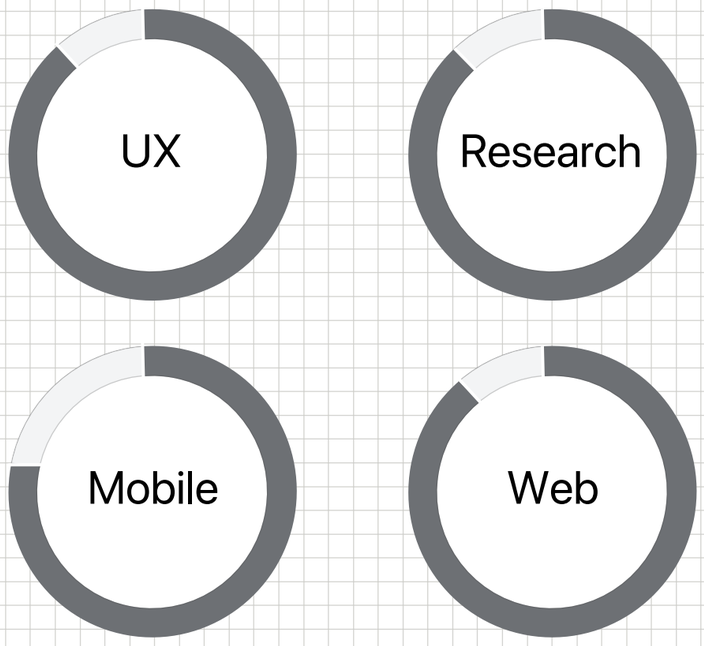
+1 669 215 9044

SOCIAL:

EXPERTISE



PATENT

1 Pending Publication
For VMware - NSX Intelligence

TOOLS

Figma
Sketch
Adobe Creative Suite
Invision

LANGUAGES

English (Fluent)
Tamil (Native)
Hindi (Native)

ACTIVITIES

Modelling
Fashion Photography
Travelling
Hand Sketch and Illustration
Listening to Music