

Hello, I'm VAISHNAVI RAM.

Product Designer based in Silicon Valley
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

STAFF PRODUCT DESIGNER 2020 - Today	VMware Crafting a strategic seamless experience to drive the product vision
SR. UX DESIGNER 2018 - 2020	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) Committed to advocate design expertise into Business Intelligence
UX/ UI DESIGNER 2013 - 2015	FMCOE (For Cognizant) Influenced creative-led corporate branding
UX/ UI DESIGNER 2010 - 2013	Astra Zeneca (For Cognizant) Helped to increase the business conversion rate and optimized usability

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

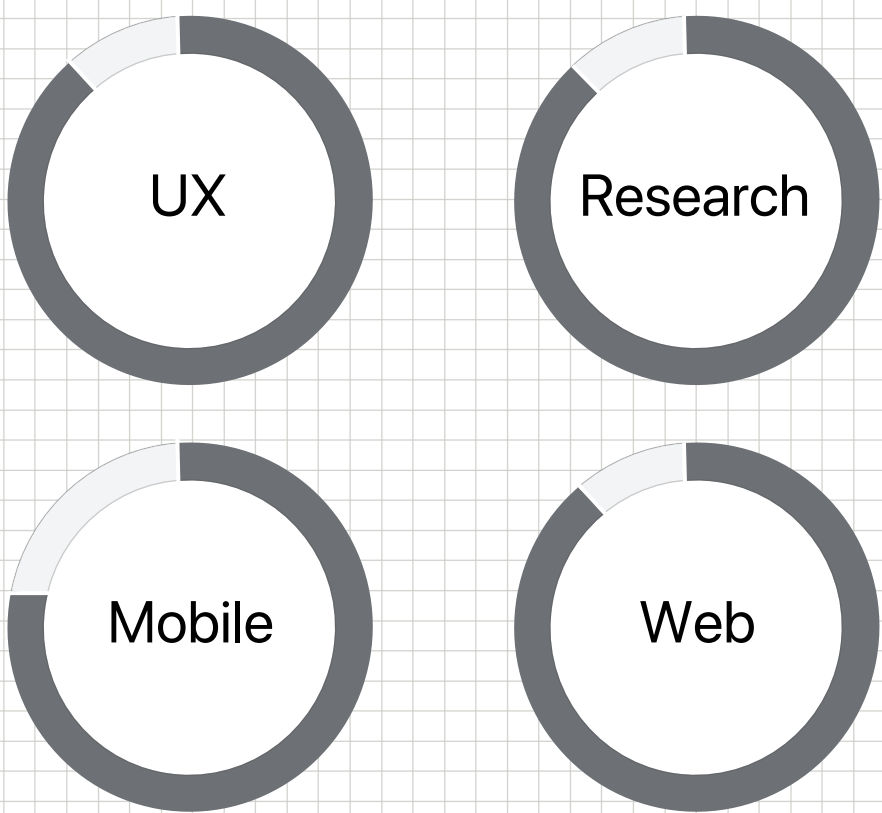
CONTACT

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SOCIAL:
  

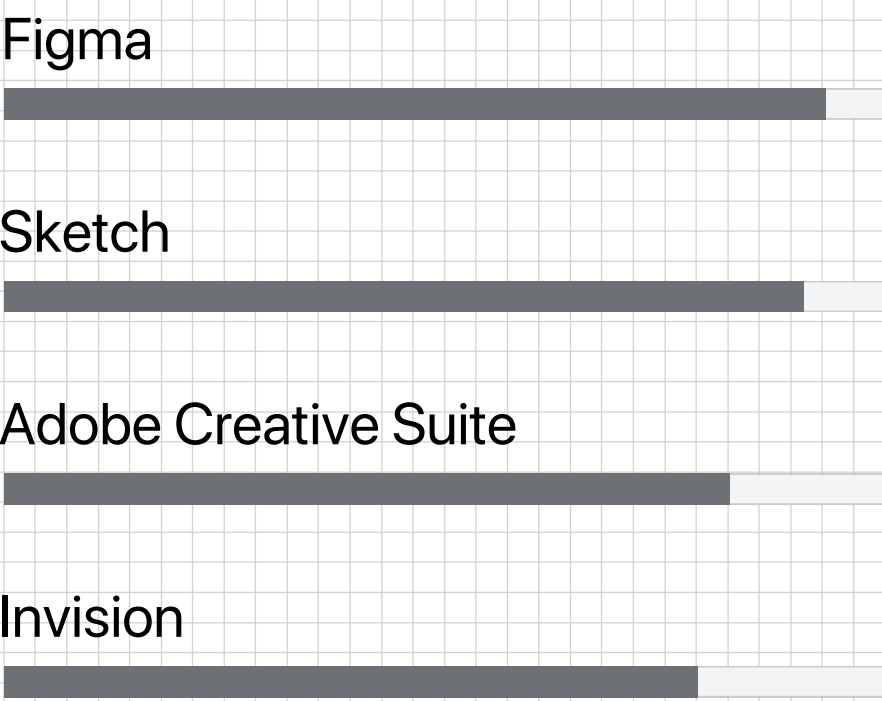
EXPERTISE



PATENT

1 Pending Publication
For VMware - NSX Intelligence

TOOLS



LANGUAGES

English (Fluent)

Tamil (Native)

Hindi (Native)

ACTIVITIES

Modelling

Fashion Photography

Travelling

Hand Sketch and Illustration

Listening to Music