

HELLO, I'M VAISHNAVI RAM.

UX DESIGNER
www.vaishnaviram.com



ABOUT

Passionate about communication and human interactions, putting the user in the center and strive to create innovative units focusing on interactivity. Coming with a diverse background of branding, marketing, design and user experience in addition to a deep interest in user research and behavior.

EXPERIENCE

UX DESIGNER 2017- today	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) Design high fidelity wireframe and interaction for new build as well as existing mobile/ web application.
UX/ UI DESIGNER 2013 - 2015	FMCOE (For Cognizant) Creative design experience for corporate branding and marketing campaign along with promotional microsites.
UX/ UI DESIGNER 2012 - 2013	Astra Zeneca Interactive (For Cognizant) Helped to increase the conversion rate and optimized usability on business critical pages.
VISUAL DESIGNER 2010 - 2012	Astra Zeneca (For Cognizant) Been a Agency Of Record (AOR) for a new drug branding and create innovative concepts for brand marketing.

JOB PROFILE

A competent professional with 8 years of experience in UX design.

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

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

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

Work in an agile environment, and iteratively craft UI design concepts.

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

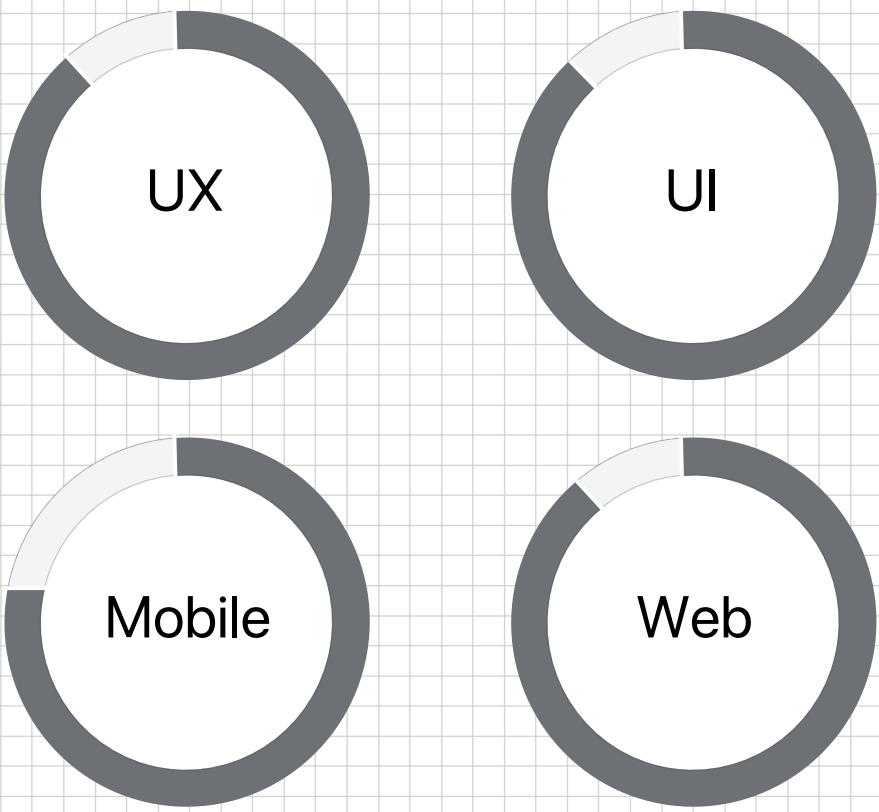
CONTACT

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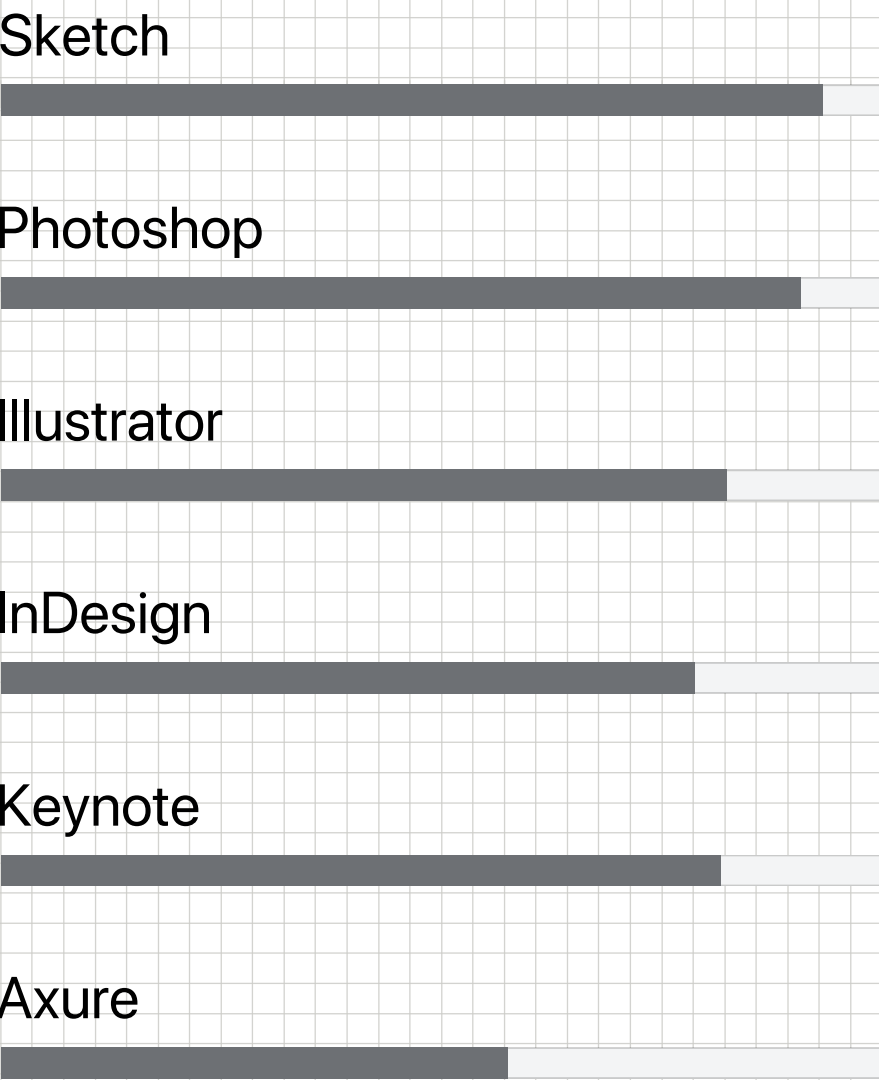
PHONE:
+1 669 215 9044

SOCIAL:
 

EXPERTISE



TOOLS



LANGUAGES

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

ACTIVITIES

Reading
Listening to Music
Painting
Travelling
Hand Sketch and Illustration