

# Keerthana Ramany

## UI/UX Designer

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### PROFESSIONAL SUMMARY:

- 4+ years of experience as a UI/UX Designer with extensive experience in healthcare and telecom sectors, driving significant improvements in user experience and operational efficiency through user-centered design methodologies.
- Demonstrated expertise in creating accessible, intuitive & high-performing digital solutions across web & mobile platform
- Proficient in applying U.S. Web Design System (USWDS) standard & ensuring comprehensive accessibility compliance with ADA, WCAG 2.2 AA & WCAG 2.1 guideline, validated through tool like Deque Axe, WAVE & Lighthouse.
- Skilled in designing modular interfaces and robust design systems leveraging Figma (including component libraries, auto-layout, variants, and tokenized design systems), integrated with FHIR APIs and React codebases using UXPin Merge.
- Adept at creating low-to-high fidelity wireframes and interactive prototypes using Balsamiq, Axure RP, and Adobe XD, facilitating iterative design and stakeholder collaboration.
- Experienced in conducting empathy-driven UX research, including qualitative and quantitative methods such as user interviews & surveys, and facilitating HIPAA-compliant remote usability testing with Lookback.io and UserTesting.com.
- Capable of visualizing complex HL7 & ICD-10 coded data into interactive dashboards utilizing Tableau, and engineering telehealth EMR workflows grounded in human factors engineering (HFE) and cognitive load reduction principles.
- Proven ability to optimize user journeys through A/B tests, user behavior analysis via Google Analytics and Hotjar, and continuous integration of emerging UI/UX trends including micro-interactions and voice UI.
- Expert in designing secure authentication flows, incorporating biometric login, two-factor authentication (2FA), and multi-device session controls, aligned with HL7 FHIR and NIST 800-63 UX guidelines.

### TECHNICAL SKILLS:

<b>UI/UX Design Tools:</b>	Figma, Adobe XD, Sketch, Axure RP, Balsamiq, UXPin Merge
<b>Prototyping &amp; Wireframing:</b>	Low-Fidelity Wireframes, High-Fidelity Prototypes, Interactive Prototypes, Component Libraries, Auto-Layout, Variants
<b>Design Systems:</b>	U.S. Web Design System (USWDS), Tokenized Design Systems, Modular Design Patterns
<b>UX Research &amp; Testing:</b>	Lookback.io, UserTesting.com, Qualitative Research (User Interviews), Quantitative Research (Surveys), Empathy Mapping
<b>Accessibility Compliance:</b>	ADA Compliance, WCAG 2.1, WCAG 2.2, WAVE, Deque Axe, Lighthouse
<b>Data Visualization:</b>	Tableau, Interactive Dashboards, User-Centered Visual Hierarchy
<b>Healthcare Standards:</b>	FHIR APIs, HL7, ICD-10, HIPAA Compliance
<b>Security &amp; Authentication:</b>	Biometric Login, Two-Factor Authentication (2FA), Multi-Device Session Control, NIST 800-63 UX Guidelines
<b>Front-End Integration:</b>	React (via UXPin Merge), Live Code Synchronization
<b>Usability Testing:</b>	Iterative Reviews, Remote Testing, Feedback Loops with Cross-Functional Stakeholders
<b>Human Factors &amp; UX:</b>	Human Factors Engineering (HFE), Cognitive Load Reduction, Elder-Friendly Navigation, Multilingual UI Design
<b>Analytics &amp; Optimization:</b>	Google Analytics, Hotjar, Behavioral Analysis, A/B Testing, Conversion Funnel Optimization
<b>Interaction Design:</b>	Microcopy Writing, Contextual CTAs, Micro-Interactions, Voice UI
<b>Emerging Trends:</b>	Voice UI, Personalized Plan Recommendations, One-Tap Actions, Real-Time Synchronization
<b>Compliance Standards:</b>	HIPAA, HL7 FHIR, ADA, WCAG 2.1, WCAG 2.2, NIST 800-63

### PROFESSIONAL EXPERIENCE:

HCA Healthcare – TN

Feb 2023 – Present

#### UI/UX Designer

- Boosted clinical decision-making efficiency by 35% by redesigning clinician dashboards using U.S. Web Design System (USWDS) standards, streamlining patient record access time through reusable UI components & intuitive visual hierarchy.
- Achieved 100% accessibility compliance (ADA & WCAG 2.2) for all patient-facing web and mobile platforms, verified via Deque Axe, WAVE, and Lighthouse audits, ensuring usability for individuals with visual and cognitive impairments.
- Improved HCAHPS patient satisfaction scores by 28% through empathy-driven UX research, incorporating elder-friendly navigation, enlarged tap targets, simplified consent workflows, and inclusive microcopy for chronic care users.
- Worked on the design of a modular EHR interface integrated with FHIR APIs, using Figma's component libraries, auto-layout, variants, and tokenized design systems to standardize UI across patient records, lab reports, and medication views.
- Created low-to-high fidelity wireframes using Balsamiq for early ideation and Axure RP to build complex, interactive clinical workflow prototypes for patient admission, discharge, and medication reconciliation scenarios.

- Built and tested high-fidelity prototypes in Adobe XD, aligned with user journey maps validated through iterative reviews with cross-functional stakeholders including physicians, nurses, and healthcare compliance officers.
- Facilitated HIPAA-compliant remote usability testing with Lookback.io and UserTesting.com, gathering feedback from diverse patient-provider panels to iteratively refine telehealth and appointment scheduling UX.
- Visualized HL7 and ICD-10 coded data into interactive Tableau dashboards, leveraging user-centered visual hierarchy to enhance comprehension of chronic condition trends, diagnosis history, and billing codes.
- Engineered telehealth EMR workflows incorporating principles of human factors engineering (HFE) and cognitive load reduction for real-time use on medical devices, improving diagnostic accuracy during virtual visits.
- Delivered multilingual and literacy-friendly UI designs for Medicare/Medicaid patient portals, implementing WCAG 2.2 AA standards and plain language practices to support users with limited health literacy.
- Integrated UXPin Merge with live React codebases to create dynamic design systems, enabling real-time frontend synchronization and reducing handoff errors between design and engineering teams by 45%.
- Designed secure authentication flows for patient and provider logins using biometric login, two-factor authentication (2FA), and multi-device session controls, aligned with HL7 FHIR and NIST 800-63 UX guidelines.

## **Cognizant – India**

**Mar 2020 - Apr 2022**

### **UI/UX Designer**

- Increased mobile recharge completion rates by 15% in Q1 post-launch by designing intuitive user flows and streamlining
- Reduced plan selection-related churn by 8% through enhanced navigation structures and clear visual hierarchies, improving user decision-making for tariff plans.
- Improved Net Promoter Score (NPS) by integrating user feedback into iterative design updates for the telecom application's core features.
- Executed qualitative and quantitative research, including user interviews and survey responses, to uncover pain points in mobile recharge, bill payments, and plan selection processes.
- Benchmarked leading telecom recharge applications to identify UX best practices, enabling differentiation through unique features like one-tap recharges and personalized plan recommendations.
- Created interactive wireframes and prototypes using Figma, facilitating usability testing sessions to refine design concepts for seamless user experiences.
- Crafted visually appealing and functional UI for mobile recharge and plan selection modules, emphasizing minimalistic design and contextual CTAs to enhance user engagement.
- Analysed user behaviour data from Google Analytics and Hotjar to identify drop-off points, optimizing critical user journeys for higher retention and conversion.
- Designed and implemented A/B tests for UI variants, increasing click-through rates by 10% by identifying high-performing design elements like button placements and colour schemes.
- Enhanced application accessibility by adhering to WCAG 2.1 guidelines, implementing features like screen reader support and high-contrast modes for inclusivity.
- Continuously integrated emerging UI/UX trends, such as micro-interactions and voice UI, to align the telecom application with modern user expectations and technological advancements.

## **EDUCATION:**

**Masters in Computers and information Systems** - Christian Brothers University, Memphis, TN, USA.

**Bachelor of Business Administration** - Lovely Professional University, Punjab, India.