

KEERTHANA RAMANY

UI\UX Designer

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PROFESSIONAL SUMMARY:

- Versatile and detail oriented UX/UI Designer with over 5 years of experience creating engaging, secure, and user-friendly digital experiences across banking and healthcare industries.
- Skilled in designing responsive web and mobile interfaces using Figma, Adobe XD, React.js, and HTML5/CSS3, ensuring accessibility, functionality, and visual consistency
- Experienced in conducting user research, A/B testing, and usability analysis to enhance interaction design and optimize customer journeys
- Proficient in developing design systems, data visualization dashboards, and API-integrated prototypes that align with regulatory standards such as WCAG, HIPAA, and PSD2.
- Collaborative team player with hands-on experience in JIRA, Confluence, Slack, and Miro, ensuring efficient communication and delivery in agile environments.
- Passionate about combining creativity and data-driven insights to craft intuitive, impactful user experiences.

TECHNICAL SKILLS:

Programming & Prototyping Tools	HTML5, CSS3, JavaScript (ES6+), TypeScript, React.js, Angular, Swift, Kotlin, Python, Figma API Integration
Design & Wireframing	Figma, Adobe XD, Sketch, Axure RP, InVision, Marvel, Balsamiq, Zeplin, Adobe Creative Cloud
User Research & Testing	UsabilityHub, Maze, Optimal Workshop, Hotjar, Crazy Egg, Google Analytics, A/B Testing, Eye-tracking, Accessibility & Usability Testing
Data Visualization & Dashboarding	Tableau, Power BI, D3.js, Chart.js, Plotly, Dash, Highcharts, MicroStrategy
Front-End Frameworks	Bootstrap, Tailwind CSS, Material UI, Ant Design, Chakra UI
Accessibility & Compliance	WCAG 2.1, ADA, HIPAA, GDPR, PSD2, HL7 FHIR, ISO 9241, Secure UX Design Principles
Version Control & Collaboration	Git, GitHub, JIRA, Confluence, Bitbucket, Miro
APIs & Integrations	RESTful APIs, GraphQL, Open Banking APIs, FHIR APIs, OAuth2, JWT, WebSocket
Cloud & Deployment	AWS Amplify, Azure App Services, Firebase, Netlify, Vercel

PROFESSIONAL EXPERIENCE:

State Street- TX

Feb 2023 - Present

UI\UX Designer

- Designed and optimized secure digital banking interfaces using Figma and Adobe XD, enhancing customer experience across savings, loans, and investment platforms.
- Conducted user research and A/B testing to refine credit card onboarding, payment flows, and portfolio dashboards for improved usability.
- Developed responsive and accessible web components using HTML5 and CSS3, ensuring compliance with WCAG 2.1 and PSD2 standards.
- Collaborated with cross-functional financial teams through JIRA and Confluence to align UX design with regulatory and business objectives.
- Built interactive data-driven dashboards using Tableau to visualize transaction history, spending patterns, and account summaries.
- Implemented secure UX design principles and OAuth2 authentication to protect user data and strengthen digital trust in online banking.
- Created and maintained scalable design systems using Material UI and Tailwind CSS for consistent visual identity across all digital banking products.
- Conducted usability testing with Hotjar and Maze to identify pain points in loan application and investment management interfaces.
- Managed and deployed interactive prototypes on AWS Amplify to streamline testing, feedback cycles, and production readiness.

HCL Tech – India
UI/UX Designer

Mar 2020 – Apr 2022

- Designed patient-centric web and mobile interfaces using Sketch and InVision, improving usability for appointment scheduling and telehealth consultations.
- Conducted user research and accessibility testing with tools like Optimal Workshop and Usability Hub to enhance navigation for patients and clinicians.
- Developed interactive prototypes using React.js and TypeScript, ensuring seamless integration with Electronic Health Record (EHR) systems.
- Applied HIPAA and HL7 FHIR standards to design secure user flows that protect patient confidentiality and data privacy.
- Built responsive design systems using Bootstrap and Chakra UI for consistent UI patterns across multiple healthcare applications.
- Created healthcare analytics dashboards using Power BI to visualize clinical performance metrics and patient outcome trends.
- Collaborated with product managers and medical teams via Slack and Miro to translate complex clinical workflows into intuitive digital interfaces.
- Integrated FHIR APIs and JWT authentication for secure exchange of patient data between hospital systems and mobile applications.
- Conducted eye-tracking and A/B testing with real users to optimize form usability and reduce cognitive load during patient data entry.
- Deployed and maintained interactive healthcare design prototypes on Azure App Services, supporting agile development and iterative feedback cycles.

EDUCATION:

Master in Computer and Information Systems – Christian Brothers University, Memphis, TN, USA.

Bachelor of Business Administration – Lovely Professional University, Punjab, India.