ravina

experience-driven product designer

ravina.io
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education

Cornell University

B.S. Computer Science 08.2018 - 05.2022

- **Minor**: Information Science, UX Design

experience

SiriusXM

Product Designer 02.2024 - PRESENT

- Redesigned information architecture and dashboards for Simplecast and AMP, helping creators quickly access key insights and maximize feature adoption.
- Created a flexible journey map template that enables researchers to easily share findings with design and product teams.

Associate Product Designer 08.2022 - 01.2024

- Designed and launched an end-to-end, automated system that generates custom milestone graphics for artists on Pandora, enhancing engagement and shareability. [Case Study]
- Enhanced artist profile tools on AMP with key features and usability updates, driving a 303% increase in engagement and 68% rise in profile shares. [Case Study]

Product Design Intern 06.2021 - 08.2021

- Designed the website for Pandora Charts and created an internal tool to streamline and centralize the chart curation process.

Paravane Ventures

Product Design Case Analyst 05.2020 - 07.2020

- Selected as one of 10 designers (out of 4,000+ applicants) for a series of design cases. Won 2 of 3 competitions. [Case Winners]

Cornell AppDev

Product Designer 09.2019 - 5.2022

- Beta launched Resell, a Cornell marketplace app, from 0→1 in just two semesters. The app now has just under 1K users! [Case Study]

leadership

Teaching Assistant

- **Digital Product Design**
  Taught lectures and led critique sessions to guide students through a product design case study.

- **Data-Driven Web Apps**
  Held office hours and gave feedback on the UX and implementation of data visualizations in D3.

Dance Team Captain

- **Cornell Big Red Raas**
  Led a team of 30 dancers to nationals for the first time in the team's history!

tools

Design	Code
Figma	React.js
Sketch	HTML/CSS
InVision	D3.js
Photoshop	Python
After Effects	Java

skills

Product Thinking
User Research
Service Design
Information Architecture
User Interface Design
Visual Design
Prototyping
Animation