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

- Improving information architecture and designing landing pages for <u>Simplecast</u> and <u>AMP</u> to make it easier for creators to see what's important and make the most of our feature sets.

- Creating journey mapping resources to improve documentation and collaboration between research, design, and product.

Associate Product Designer 08.2022 - 01.2024

- Designed and shipped an end-to-end, automated system that generates custom graphics for artists to share when they reach milestones on <u>Pandora</u>.

- Added key features and usability updates to artist profile tools on <u>AMP</u>, resulting in a 303% increase in engagement and 68% increase in profile shares.

Product Design Intern 06.2021 - 08.2021

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

Paravane Ventures

Product Design Case Analyst 05.2020 - 07.2020

- One of ten designers selected out of 4000+ to participate in the program. Won two of the three case competitions. (<u>Case Winners</u>)

Cornell AppDev

Product Designer 09.2019 - 5.2022

- Worked with a cross-functional team to complete 0→1 discovery, design, and beta launch of <u>Resell</u> within two semesters.

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