Sara Ramaswamy

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Sara Ramaswamy
SR
UX Design

UX Skills

- usability test
- wireframe for web, virtual, and augmented reality
- prototyping
- website design
- qualitative data collecting and quantitative analysis

Programming Skills

- front end: HTML, CSS, JQuery, JavaScript, PHP
- back end: C++, Python, agile development, APIs, SQL, algorithmic efficiency

Software Skills

- Sketch
- Adobe Creative Suite
- Balsamiq
- Excel

Leadership & Awards

- McKinsey & Company 2015-2016 Young Women's Leadership Workshop participant
- Third Place Winner at Prudential's 2017 Hackathon
- G.H. Jenkins Memorial Journalism Prize Fall 2016 Recipient from Communications Department.

EDUCATION

Bachelor of Science in Information and Minor in Music

University of Michigan School of Information - Ann Arbor, MI   *May 2019*
GPA: 3.7

RELATED EXPERIENCES

SI 506 Instructional Aide

University of Michigan - Ann Arbor, MI   *Sep 2017-Dec 2017*

- Assisted professor in grading problem sets and exams, proofreading assignments and exams, testing exams, and explaining programming concepts to masters students at office hours with emphasis on application informatics and debugging in Python 3

UX Design Summer Analyst

Prudential Financial - Newark, NJ   *Jun 2017-Aug 2017*

- Drove ideation, research, and strategy behind new digital solutions for various projects to enhance financial services on website, virtual reality, and mixed reality interfaces (launching soon)
- Presented prototypes for all projects to stakeholders, including business executives from all departments
- Re-designed 36 pages to migrate content from Prudential's old Content Management System to new system before tight deadline of September 1
- Conducted user research and testing using qualitative and statistical analysis by leveraging UserTesting.com

Publicity Manager

University of Michigan Women's Glee Club - Ann Arbor, MI   *2015-Present*

- Grew the organization brand through digital advertising, social media, re-designing the website, designing banners, posters and flyers, which increased digital reach by 20%

President

Consider Magazine - Ann Arbor, MI   *Sep 2015- Aug 2017*

- Drove organizational restructure and new member recruitment process to create editorial efficiency, across design, marketing, web, and publication teams
- Generated new marketing strategy, emphasizing visual alignment between issues and digital advertising to increase brand recognition on campus

PROJECTS

Re-Design of Prudential's Financial's Corporate Site   *Summer 2017*
Re-designed 36 pages of content from old to new Content Management System

Creation of Mutual Fund Tables for PGIM   *Summer 2017*
UX and Visual Design for Mutual Fund Commentary tables, filters, search functionality and layout; my visual elements were applied to the Fund Profiles and Literature pages