

# SITARA RAGHAVAN RAMAN

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## SUMMARY

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UX/UI Designer and Front-end Web Developer with a well-rounded blend of creative and technical experience. Skilled in designing intuitive, responsive interfaces and developing user-friendly websites. Strong communicator with a proven ability to collaborate across teams and deliver results. U.S. citizen with a diverse, adaptable skill set suited for fast-paced, mission-driven environments.

## WORK EXPERIENCE

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**Lead UX/UI Designer, Early-Stage Startup, Chicago, IL** September 2024 - Present

- Drove the complete UX redesign process of web platforms while producing detailed wireframes and engaging prototypes in Figma, leading to a 25% reduction in user abandonment rates.
- Created and executed a robust visual design system that standardized branding elements across all digital platforms, enhancing brand recognition by 30% and solidifying the company's identity in competitive markets.
- Established branding strategies and designed visual assets using Adobe Creative Suite, increasing social media engagement by 40%.
- Built and optimized fully responsive web applications using ReactJS, HTML, and CSS for the front end, and developed backend services with Python and MySQL, reducing load times by 50% and ensuring accessibility compliance.

**Lead UX/UI Designer, Centre For Responsible AI – IIT Madras, India** Jan 2024 - August 2024

- Redesigned the CERAI website based on user research, improving usability and increasing traffic by 35%.
- Created high-fidelity prototypes and wireframes in Figma to enhance the user experience, reducing navigation time by 20%.
- Managed and updated website content using HTML, CSS, JavaScript, and the Hugo framework, integrating backend functionalities with Python and MySQL, which reduced update turnaround time by 30%.
- Transformed Figma prototypes into functional digital experiences using ReactJS for the front end and Python (Django) with MySQL for the backend, resulting in a 25% increase in stakeholder engagement.

**UX/UI and Graphic Designer, Fingrow Technospace, India** Jan 2021 - June 2022

- Executed user-centered design principles in developing a healthcare social platform, fintech app, and HRMS app, leveraging feedback from 150+ users to refine interfaces—resulting in higher engagement and lower drop-off rates.
- Created high-fidelity prototypes and wireframes in Figma to enhance the user experience, reducing navigation time by 20%.
- Designed interactive prototypes and wireframes in Adobe XD, improving client approval rates by 40%.
- Developed email templates and newsletters using HTML, CSS, increasing engagement by 20% and click-through rates by 15%.

**Market Data Researcher, Pipecandy, India** November 2019 - November 2020

- Redesigned the company blog UI on WordPress, increasing engagement by 15% and reducing bounce rates by 10%.
- Collaborated on a data-driven UX project, creating a virtual mall concept during COVID-19, which facilitated access to essential goods for over 50,000 users.
- Improved company newsletter templates based on user feedback, boosting usability and increasing open rates by 20%.

**Intern, Fidelity Investments, India** December 2018 - April 2019

- Designed and developed a metadata search engine UI using Python, Hive, and HTML, reducing search time by 35%.
- Conducted user testing and integrated feedback to improve search functionality, increasing employee adoption rates by 25%

## EDUCATION

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**Design Lab, Certification: AI for UX Design, Raleigh, NC** June 2025

**Hack Reactor, Certification: Software Engineering with JavaScript and Python, Austin, TX** June 2023

**IMAGE Creative Education, Technical Diploma: Graphic and Web Design, India** July 2019

**University of Madras, M.Sc Information Technology, India** April 2019

**University of Madras, B.Com Information Systems Management, India** April 2017

**American International School Chennai, High School Diploma, India** May 2013

## SKILLS

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**Product and UX Design:** User Research, Wireframing, Prototyping, Personas, Storyboarding

**Design Tools:** Figma, Sketch, Photoshop, Illustrator, Adobe XD

**Languages and Frameworks:** HTML5, CSS, Bootstrap, Tailwind, JavaScript, ReactJS, Python, Django, Hugo, MongoDB, MYSQL

**Cross-Platform Experience:** Responsive Web Design, Mobile (iOS/Android), Web Applications

**Collaboration and Leadership:** Stakeholder Communication, Cross-functional Teamwork, Design Strategy