SITARA RAGHAVAN RAMAN

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*Experienced web designer with knowledge in UX/UI design and front-end web development. U.S. Citizen. Adaptable and skilled in creating intuitive designs for optimal user experiences.*

## SKILLS:

**Technical:** HTML5, CSS, JavaScript, ReactJS, Python, Hugo, Django, PostgreSQL, MongoDB

**Design:** Wireframes, Personas, Prototyping, Storyboarding, Responsive Web Design, User Research

**Tools:** Adobe Photoshop, Adobe Illustrator, Adobe XD, Adobe Premiere Rush, Figma, Sketch

**Languages:** English, Tamil, Hindi, French, Japanese

## PROFESSIONAL EXPERIENCE:

## **Center for Responsible AI - IIT Madras** | Web Designer 2024

* Revamped CERAI's website design in accordance with employee user feedback with Figma
* Directed the modiﬁcation and upkeep of website content for both CERAI and IITM's Robert Bosch Centre for Data Science using HTML, CSS, JavaScript, and Hugo framework
* Designed and implemented a dynamic website for CERAI based on the above Figma prototype using HTML, CSS, ReactJS and Django framework

## **Fingrow Technospace** | UX/UI and Graphic Designer 2021-2022

* Designed, conceptualized, and implemented user ﬂows of three external clients' projects: a Fintech app, a healthcare social media platform, and a specialty bottles website, using Adobe XD.
* Led the design and conceptualization of company e-newsletter templates and email templates, focusing on enhancing the employee user experience
* Led the design and development of company website content, including graphic design elements such as animated videos, posters, and vector graphics, using Adobe Illustrator and Adobe Photoshop.

**PipeCandy** | Market Data Researcher 2019-2020

* Assisted in enhancing the user experience and elevating the UI design of the company blog on the WordPress platform
* Assisted in conceptualization and design and data research of company smart lists to create a “virtual mall” of essential goods during the COVID-19 Pandemic
* Revamped the design and enhanced overall user experience of company newsletter email templates in accordance with employee user experience feedback.

**Fidelity Investments** | Intern 2018-2019

* Designed, conceptualized, and implemented the user interface of a metadata search engine in accordance with employee user experience feedback using Python, Hive, and HTML.

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## EDUCATION:

**Hack Reactor** | Certification: Software Engineering with JavaScript and Python 2023

**M.O.P Vaishnav College for Women** | M.Sc Information Technology 2019

**IMAGE Creative Education** | Technical Diploma: Graphic And Web Design 2019

**M.O.P Vaishnav College for Women** | B.Com Information Systems Management 2017