

SRIRAM PK

UI/UX DESIGNER

PORTFOLIO

srirampk.com

CONTACT

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SKILLS

DESIGN

Storyboarding , Journey mapping, User personas, Wireframing, Interactive prototypes, Information Architecture, Visual design, Atomic design, Design systems.

RESEARCH

A/B testing, Contextual inquiry, Wizard of Oz, Affinity diagrams, Flow and sequence models, Think alouds, Heuristic evaluation, Web analytics, Surveys and Usability analysis.

TOOLS

DESIGN

Sketch
Photoshop
Illustrator
Balsamiq
Justinmind
Zeplin

PROTOTYPING

Invision
Framer X
Principle
Marvel
Axure

DEVELOPMENT

HTML
CSS
Javascript
Swift

ABOUT ME

I am a UI/UX Designer with 4+ years of design experience and a Masters degree in Human Computer Interaction.

I like solving design problems and creating delightful user experiences through research, quantitative data and my intuition as a designer. I like learning how people think and behave, and I leverage research to design user-centered products and experiences which solve both user and business problems.

My process is hands-on, collaborative, and iterative.

RECENT EXPERIENCE

UI/UX Designer, Apple, California *Sept 2018 - Present*

- Contributing to UI/UX of apple's internal development teams.
- Responsible for Ideation, Research, Wireframes, Prototypes, Designs and Iterations.
- Curated an internal design system library and documented guidelines for those seeking design and UX help.

UI/UX Designer, Monigle, Denver *May 2018 - August 2018*

- Contributed to the UX & UI of new BEAM product features.
- Guided the management, layout and loading of content to client brand management systems.
- Worked closely in support of internal development, product and client experience teams.

Product Designer, Poby App, Remote *June 2017 - Present*

- Solely responsible for product strategy and design of Poby's mobile experience
- Helped successfully ship this mobile app for android and iOS.
- Managed a team of 8 (designers and developers)

PROJECTS

Mercedes Benz

- Completed a design assignment for Mercedes Benz's Future of Transportation
- Responsible for Research, Wireframes, User flows, Prototypes, and Deliverables.

EDUCATION

Masters in Human Computer Interaction
UNC Charlotte

Masters in Software Engineering
VIT University