

# SRIRAM PK

Product Designer

www.srirampk.com

## ABOUT ME

I'm a UI/UX/IX Designer and Prototyper. I'm passionate about User centered design and love crafting products that solve real problems.

I research, communicate, prototype, design, test, document and deliver.

I have 3 and half years of enterprise experience that includes an internship at a design agency(Monigle).

## PORTFOLIO

www.srirampk.com

## EMAIL

uxsriram@gmail.com

## SKILLS

### DESIGN

Storyboarding , Journey mapping, User personas, Wireframing, Interactive prototypes, Mockups, Information Architecture, Visual design

### 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 JS  
Principle  
Marvel  
Axure

## EXPERIENCE

### UI/UX Designer, Apple, Inc. , CA

September 2018 - Present

- Contributing to the UX & UI of apple's internal product development teams.
- Responsible for stakeholder interviews, client presentations, mockups, design deliverables.

### UI/UX Design Intern, Monigle, Denver, CO

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

June 2017 - May 2018

- Solely responsible for product strategy product design and user experience of Poby, a hotel reservation app for short stays.
- Followed agile approach: user interviews, design, feedback and rapid iterations
- Managed a team of 8 (designers and developers)

### Business Analyst, S&P Global Market Intelligence

Jun 2015 - Dec 2016

- Worked on designing user interfaces for their data collection web applications.
- Notable projects include Celsus, GICS and Hub.
- Worked closely with the QA team to evaluate the usability of the product.

### Design Intern, Etyacol Technologies

Jan 2015 - June 2015

- Responsible for User Interface Design of Cashkumar web application and dashboard.
- Created several graphic design posters for social media engagement.

## EDUCATION

### University of North Carolina, Charlotte, USA

M.S.,Human Computer Interaction

Jan 2017 - June 2018

### Vellore Institute of Technology, India

M.S.,Software Engineering

June 2010 - May 2015