

SRIRAM PK

Product Designer

ABOUT ME

SUMMARY

I'm a seasoned product designer who is passionate about user centered design and love crafting impactful solutions to real user problems.

I research, define, design, prototype, deliver, test and repeat.

I have 7+ years of experience that includes designing for apple, an internship at design agency and leading design at 2 pre-seed startups.

PORTFOLIO

www.srirampk.com

EMAIL

uxsriram@gmail.com

TOOLS

VISUAL DESIGN

Sketch
Figma
Photoshop

PROTOTYPING

Invision
Principle

COLLABORATION

Miro
Whimsical

PROGRAMMING

HTML, CSS
Javascript
C, C++

EXPERIENCE

PRODUCT DESIGNER, TUBI

Jan 2020 - Present

- Lead design initiatives to offer a unified experience across mobile, web and OTT platforms.
- Design high fidelity mockups and interactive prototypes to effectively communicate interaction and design ideas to stakeholders.
- Develop and maintain the design system that ties all of our product experiences together to both ensure a consistent user experience and an efficient collaboration between designers and engineers.

PRODUCT DESIGNER, AIRKIT

Oct 2019 - Jan 2020

- Own the end-to-end design of a platform that will make millions of customer interactions delightful.
- Created mockups and production-ready designs informed by user research, and validated designs through usability studies and interactive prototypes.

PRODUCT DESIGNER, APPLE

Oct 2018 - Sept 2019

- Responsible for collaborating with Product Management and Engineering teams to define, design and implement innovative solutions to internal tools for fleet management.
- Responsible for execution of design across all stages from concept to final engineering hand-off.
- Created a design center for brand and design components.

DESIGN INTERN, MONIGLE

2018 Summer

- Responsible for conducting user study sessions with clients from BNY Mellon to gather feedback on their outdated websites.
- Created a design system to ensure design consistency across teams.

PRODUCT DESIGNER, POBYT APP

Jan 2017 - May 2018

- Worked on the end-to-end design of this hourly hotel booking app.
- Interviewed prospective users and led user story mapping sessions with the design and engineering teams to define the product features.

BUSINESS ANALYST, S&P GLOBAL

May 2015 - Dec 2016

- Responsible for gathering business requirements from stakeholders & to elicit, analyze and validate the requirements for changes to business processes and information systems.

EDUCATION

MASTERS IN HUMAN COMPUTER INTERACTION

University of North Carolina, Charlotte, USA

MASTERS IN SOFTWARE ENGINEERING

Vellore Institute of Technology, India