RAMYA P

https://www.ramyadesigns.net/

Singapore| +65 98141929| ramya.p.designs@gmail.com | https://www.linkedin.com/in/ramya-p-designs/

PROFESSIONAL SUMMARY

Versatile Product Designer with a robust background in software development, uniquely blending technical expertise with design innovation. Demonstrated success in enhancing user experience, evidenced by achievements like reducing transaction times by 50% and achieving a task success rate of 85% in key projects. Skilled in high-fidelity mockups, usability testing, and digital marketing, I excel at translating user needs into seamless digital solutions. My proficiency in a suite of development and design tools, coupled with a collaborative and agile approach, positions me ideally for challenging roles in dynamic environments.

KEY SKILLS | SPECIALISATIONS

UI/UX Design |interaction Design |User Flows |Concept Sketches |Wireframes |Rapid Prototypes |Mockups| Design Systems |Branding|Design Sprints|A/B Testing|User Journey Mapping|User Interviews|Usability Testings|Persona Hypothesis|Competitor Analysis|Tree Testing|Eventbrite | Wordpress |

TECHNICAL SKILLS

Figma | Sketch | Miro Collaboration Platform |InVision |Keynote | UX Army |Trello | Slack |Notion |HTML |CSS|Javascript| Python | Java | Microsoft Office

CAREER HISTORY

Healthy Hearty Meals - Product Designer   **Jan 2021 - Dec 2022**

Lead and manage UI/UX projects to optimize digital user processes
Design and implement user-friendly mobile applications and conduct usability testing and analysis.
Collaborate across teams to align digital solutions with organizational goals

Achievements:

- Spearheaded a transformative project to optimize the user order process.
- Designed and implemented a mobile app to address lengthy order times averaging 10 minutes, successfully reducing them to 3 minutes, thereby enhancing efficiency and user experience.
- Achieved an 80% task success rate, significantly improving the overall ordering system with a Customer Satisfaction Rating Score of 4.2/5

KPIT Technologies Pvt Ltd - Software Engineer   **Jan 2018 - Dec 2020**

Responsible for enhancing and maintaining the Image Annotation tool, primarily used for annotating objects in traffic and pedestrian images.
Worked closely with designers and other team members to brainstorm and develop effective development and design solutions.

Achievements:

- Improved the front-end user interface of the tool, utilizing HTML, CSS, and JavaScript to meet and exceed customer expectations.
- Practiced Agile methodologies, particularly the Scrum framework, to manage projects efficiently and foster a collaborative work environment.
- Developed a deep learning model focused on detecting driver attention levels, contributing to advancements in road safety technology.

Cube Logic Pvt Ltd - Intranet Developer   **Aug 2016 - Dec 2017**
- Enhanced and maIntaIned Internal portal of the company
- Learnt to perform low touch UI changeF on the web portal

UX PORTFOLIO

Sky Savour Menu - UI/UX Design(Mobile App)   **Jan 2023 - Mar 2023**
- Designed high fidelity mockups comprising of 30 screens of the SIA mobile app to add a new proposed feature Sky Savour Menu"ş
- This menu allows users to easily access digital in flight menus in different languages with dietary information
- As part of the project, I also conducted extensive User Research to understand current pain points users have with digital menus and their in flight dietary preferences
- Conducted usability testing among 5 users by which users provided feedback to make the digital menu more complete with a task success rate of 85%

Grocery Farm - UI/UX Design(Website Revamp)   **Apr 2023 - June 2023**
- Re designed the website & created a high fidelity design of Little Farms, an organic grocery store
- Researched online grocery shopping by interviewing 15 people to identify needs and pain points
- Streamlined Home, Store Location & Checkout process pages
- By understanding the user requirements, I added clear categorisation of organic products with description about sourcing, freshness of the item
- Designed the flow to simplify the checkout process for Recurring purchases
- Remodeled the information architecture of the website using an open card sort method.

Bundle - UI/UX Design(Mobile App)   **Jul 2023 - Aug 2023**
- This project was aimed at creating a messaging application catered to the needs of the present generation
- This mobile application combines instant messaging bundled along with a mobile payment interface
- Designed mockups for making payments to individuals as well as businesses or merchants
- The Bundle App reduces the peer to peer money transfer time by 50 %

EDUCATION AND PROFESSIONAL DEVELOPMENT
Visvesvaraya Technological University, India
Bachelor Of engineering , Computer Science
The Ultimate Figma & UI Masterclass by Designership (Mizko)

EXTRA CURRICULAR ACTIVITIES
1. Volunteer at She Loves Data .
As a Global Operations Specialist at SLD , my primary responsibility is to provide seamless support to both global teams and local chapters, ensuring the smooth execution of virtual and in-person events.
2.Artist of Tanjore Art Creator

LANGUAGES
English, Tamil, Kannada, Hindi