

Veena Ramachandran

UX Designer • San Francisco Bay Area

CONTACT

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SKILLS

Contextual enquiry

User persona development

Competitive analysis

Storyboarding

User stories

User flows

Journey mapping

Information architecture

Wireframing

Prototyping

Usability testing

UI design

Interaction design

TOOLS

Pen & paper

Sketch

Adobe Illustrator

Adobe Photoshop

Balsamiq

Flinto for Mac

Principle for Mac

Figma

Invision

SUMMARY

With a background in software engineering, my design process emphasises on user needs while still being mindful about technological constraints and business objectives.

EXPERIENCE

eightfold.ai • UX/UI Design Intern • July 2018 – Jan 2019

- Conducted usability sessions to evaluate current user behaviour and analysed feedback to make improvements on the platform
- Defined user flows, high-fidelity prototypes and conducted A/B tests to design new features that delighted customers and increased product value

TruckX Inc. • UX/UI Design Intern • June – July 2018

- Conducted market research to study existing software used for load dispatch management
- Designed multiple dashboard concepts through paper sketches and wireframes for both Web and mobile platforms

AOL • Full-stack software engineer • July 2012 – Mar 2017

- Developed internal tools using HTML, CSS and AngularJS for curation of content on go90 mobile app, a media streaming service used by 2.1 million users per month
- Developed and owned services for Digital Rights Management (DRM) which ensured secure measures to exchange content between the platform and users

PERSONAL PROJECTS

Kaamly

- A kiosk-based job search and application service for technologically-challenged people
- Extensive research on existing voice UX methods, sample dialogue flows, error handling strategies, A/B tests on screen designs, and ongoing user testing

Chimer

- Track expiry dates of perishables without need for manual entry
- Competitive analysis, user personas, storyboarding, branding & identity, ui flows & user testing.

EDUCATION

Bloc Apprenticeship, Online

Designer Track • Mar 2016 – Jan 2017

University of Southern California, Los Angeles

M.S., Computer Science • 2010 – 2012

National Institute of Technology, Tiruchirappalli, Tamil Nadu

B. Tech., Computer Science & Engineering • 2005 – 2009