Veena Ramachandran

Senior Product Designer

With 11+ years of experience as a software-engineer-turned-designer, I have designed and shipped experiences used by 1000's of humans across industries like e-commerce, legal, recruitment, and media streaming services.

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EXPERIENCE

Senior Product Designer • Walmart
Jun 2023 - Present

- Lead designer for features that help **~140K 3rd-party sellers** manage their catalogs and improve content quality across **international markets**
- Led the design of a media library for sellers to upload videos and 360-spin images from **0-1** which saw a **10% rise** in items with media within **2 months**
- Lead design architect for **Generative AI** tools that help sellers list items faster and edit content to optimise the quality of their catalogs
- Redesigned the experience for sellers to search and add items from the Walmart catalog to **increase setup success rate**

Product Designer • Ironclad, Inc.
May 2019 - Apr 2023

- **Lead designer** for the legal contract review and negotiation experience in the SaaS platform Ironclad, used by **1200+ customers** worldwide
- Led a Design Sprint and launch of the Ironclad Editor, which resulted in a **~200% increase** in user engagement in **1 year**
- Collaborated with Customer Success on a beta program for **100 customers** and leveraged feedback to design a feature to manage **automatic integration** of metadata into contracts
- Led the **product strategy** and **research** of collaboration and management tools, which reduced the average number of document downloads by **~37%**
- Prototyped designs to validate an internal hackathon project idea, which saved **4 weeks** from the implementation time spent by developers
- Created a process for contributing new components to the **design system**

UX Design Consultant
Jun 2018 - Jan 2019

- Worked with product and engineering teams to conduct usability tests to design a **candidate feedback system** that saw a **32% increase** in daily active users on **eightfold.ai**, a recruitment platform
- Leveraged research insights from logistics and trucking companies to design a **Web & mobile** truck load dispatch and management dashboard at **TruckX, Inc.**

UX/UI Designer & Engineer • Intel
Jul 2012 - Mar 2017

- Interviewed internal users, designed and developed internal tools using **HTML, CSS & AngularJS** to help curate and manage content on go90 mobile app, a media streaming service used by **2.1 million users per month**

EDUCATION

UX Design Apprenticeship
Bloc

M.S., Computer Science
University of Southern California

B. Tech., Computer Science & Engineering
National Institute of Technology, Tamil Nadu

SKILLS

Competitive analysis
Systems thinking
User interviews
Journey mapping
Heuristic analysis
Information architecture
Visual design
Interaction design
Design systems
Accessibility
Advanced prototyping
Usability testing
Cross-functional collaboration
Stakeholder engagement

TOOLS

Figma
Adobe Photoshop
Invision
Pendo
Loom
HTML5
CSS
Javascript
Miro
Mural
UserTesting.com
JIRA
Confluence
GitHub
Principle