

RAMYANI ROY

Product Designer

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San Francisco, CA

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EDUCATION

M.Des, HCI & Experience Design

University of California, Berkeley | CA

August 2021 - December 2022

- Innovation Catalyst Grant Awardee
- MDes Distinguished Scholar

B.Tech, Mechanical Engineering

Vellore Institute of Technology | India

July 2015 - July 2019

- Special Achievers Award 2018 & 2019
- Published researcher at IISc Bangalore

SKILLS

Design Tools

Figma, Sketch, InVision, Keynote, Miro, FigJam, Adobe Creative Suite

Design Skills

Storyboarding, Journey Mapping, High Fidelity Prototyping, Wire-framing, Usability Testing & Research, Information Architecture, Visual Design

Programming

TouchDesigner, Arduino & Raspberry Pi, Java, Python, C/C++

Manufacturing

Design for Manufacturing, CNC Machining, 3D Printing, Rapid Prototyping

PROJECTS

CASE ID 77019

Master's Thesis & Exhibit

- Designed data-driven gamified platforms as a medium for discovery & speculation of favourable futures for vulnerable communities.

Microsoft's GroupMe Redesign

Microsoft Design Sprint

- Developed working prototypes within 48 hours, with recommendations for improved usability & desirability of the application & a 5 year product roadmap, keeping in mind business & user goals.

WORK EXPERIENCE

UX Designer / Constant Contact

Internship | Waltham, MA | June 2022 - September 2022

- Led the design for creating a social marketing tool, that would impact 600,000+ users. Initiated product discovery, defined information architecture & delivered high-fidelity prototypes. Proposed & ran usability testing with 7 users, resulting in better affordances.
- Improved feature discovery on Constant Contact's home page through gamification predicted to increase paid subscription conversion by 8%.
- Audited the mobile application to address breaks in user flow by proposing additional user touch points & design affordances.

UX Designer / Access SOS

San Francisco, CA | September 2021 - November 2021

- Improved flow completion rate of the key search feature by 86% & resolved accessibility pain points raised in 6 user interviews & 40 surveys including vision deficient users.
- Successfully designed for inclusivity of vision & hearing deficient users, working with the CEO in a multidisciplinary team of 4.
- Designed high fidelity prototypes & synthesized data-driven deliverables including journey maps, user flows, & wireframes.

UX Designer / Atom

Internship | Remote | May 2020 - June 2020

- Led design for the first iteration of the application, leveraging behavioural psychology, game design & AI to help users develop tiny habits for self growth & to help quantify personal development.

Product Design Engineer / Mahindra and Mahindra

Chennai, India | August 2019 - July 2020

- Led the benchmarking of chassis design of 2 existing vehicle platforms against market leaders to improve in-house design standards & achieve strategic growth.
- Facilitated design handoffs between internal & external CAD design teams for both platforms, incorporating altered design requirements based on prior benchmarking.

Product Design Intern / Ather Energy

Bangalore, India | December 2018 - May 2019

- Increased the quarterly revenue by 5.9% by designing an efficient engineering part release process for internal customers. Worked closely with team leaders for auditing existing processes & worked as the sole designer & researcher, interviewing 30+ internal customers to conduct usability testing.