

Ramya Jayakumar

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Summary

- Passionate designer with a love for solving design problems using **feasible and creative solutions**
- **11 years** of extensive **Interaction, Prototype and Visual design experience**
- Expertise in creating **multi-platform wireframes, advanced fully functioning prototypes for usability testing, high-fidelity mockups**, pixel perfect visual specifications and market standard asset creation
- **Seamlessly managed the transition of projects from waterfall to agile** and delivered designs on time
- Extensive experience in designing Mobile and web applications by using **Adobe Creative Suite (InDesign, Illustrator, Photoshop, Experience Design), Axure, Sketch, Principle, InVision, Dreamweaver**
- Sound knowledge of **Human Centered Design** process
- Extensive experience with proper implementation of technical requirements, usability results, team directions, leadership feedbacks and company standards into application development.
- 11 years of experience in creating numerous **highly functioning prototypes for usability testing** using **Axure, XD and Figma** to gather user feedbacks
- Conducted Guerrilla usability testing to gather user feedbacks
- Extensive experience in creating **appealing visuals for app store & google store**
- Highly experienced in designing **across multiple mobile platforms like IOS, Android, Windows, responsive web designs and following ADA standards**
- Possess excellent presentation and communication skills
- Well recognized team player and team lead.
- Highly effective in **leading and delivering projects** in agile environments

UX Skills

Requirement gathering, Use case definition, User Research, User journey mapping, Card sorting, Storyboards, Mood board creation, Information Architecture, User flows, Sitemaps, Conceptual Sketching, Wireframe Creation, Prototyping, Usability Testing, Heuristic Evaluation, Visual Design, Visual Spec definition, Responsive web designing. Solid understanding of web design principles HTML, CSS, Javascript.

Platforms

IOS, Android, Windows

Interaction Design

Adobe Indesign, Axure, Sketch, Visio, Adobe XD

Prototype Design

Axure RP, Invision, Principle, Adobe XD, Figma

Visual Design

Sketch, Illustrator, Fireworks, Photoshop

Professional Experience

Employer : Randstad

Position : Senior UX Designer

Client : CareFirst Blue Cross Blue Shield (Health Care)

Location: Virginia

Project: Care Coordination Modernization | Duration: Mar 2020 - Mar 2021

Role: Product Designer

Deliverables: Responsive design

The objective of this project is to improve the Care Coordination Portal and provide a solution for the Care Managers to easily access Member Information

- Analyzed the current application and pain points of the Care Managers.
- Conducted stakeholder and product team interviews to gather requirements

- Worked closely with the Product Owner and Business Analyst to update requirements as needed
- Ideated and created human centered designs based on customer's input and requirements following ADA standards
- Created prototypes for leadership presentation, usability testing and development teams
- Worked closely with development and testing teams throughout the sprint process for Pilot launch to all 36 plans.
- Designed certificates to appreciate and recognize team members efforts
- Suggested ideas and conducted activities to keep up team spirit and build team rapport amidst remote work and pandemic situation.
- Supported the development of design system for the UX team.

Employer : Randstad

Position : Senior UX Designer

Client : Bank of America

Location: Delaware

Project: Client Underwriting Technology | Duration: Dec 2019 - Feb 2020

Role: Architect

Deliverables: Web design

I am responsible for improving the overall experience of the ICDP Portal

- Researched and analyzed the overall flow of the application
- Conducted stakeholders interview to gather requirements
- Created prototypes to gather feedback on design
- Conducted ADA research and analysis

Employer : Orion Business Innovations

Position : Senior UX Designer

Client : Multinational Auditing Firm

Location: New Jersey & New York

Project: Clara Portal | Duration: Apr 2019 - Dec 2019

Role: Senior UX Designer

Deliverables: Web Design

This project is about creating solutions and developing the auditing portal.

- Conducted stakeholders interview to gather requirements
- Redesigned the Information Architecture
- Created detailed wireframes and prototypes
- Conducted ADA research and analysis
- Redesigned various applications like Management Console, Global auditing application (web & mobile), etc.

Employer : Infosys Limited

Position : Senior Lead Experience Design

Client : Bank of America

Location : Charlotte, NC

Project: App Store Designs | Duration: Dec 2017- Apr 2019

Role: Project Lead & Visual Designer| Charlotte,NC

Deliverables: Mobile App - IOS, Android, Windows

The objective of this project is to create appealing visuals for the Bank of America app for App store & Google Store.

- Carefully filtered and chose appropriate images according to the theme from thousands of image options
- Proposed numerous design variations for executive approvals
- Gathered feedback and iterated the designs accordingly

- Created visual assets for various devices like iPhone6+, iPhone X, Android, Android tablet
- Received appreciation from the Design Director and LOB for my creativity

Project: Bank by Appointment | Duration: May 2016 - Nov 2017

Role: Interaction Designer | Charlotte, NC

Deliverables: Mobile App - IOS, Web Design and Mobile Web

This is a multi-year, multi million dollar highly recognized project. It was created to help customers book appointments online at their convenient time for various banking needs without having to wait for long at the banking center.

This is a very big initiative that was executed in multiple phases with enhancements at each stage and I had the opportunity to design for all the phases.

This project started as a simple appointment scheduling system for the customers and at each phase more complex requirements were added on to provide better customer experience.

- Participated in Requirement Analysis to understand UX requirements
- Participated in Design Thinking session
- Prepared rough drafts and presented ideas to clients and business partners and developed new design concepts and layouts
- Created functional prototypes for usability testing
- Carried out guerrilla testing within the organization to collect user feedback.
- Iterated the design based on leadership and customer feedbacks and concerns
- Created detailed wireframes and defined clear layout and Information Architecture
- Conducted wireframe review meetings with development teams
- Worked with Editors, Visual designers and Project Leads to deliver high level and low level mobile app wireframe documents and responsive design documents
- Received appreciations for my design from Executives

Project: UX Coordinator for Agile Projects| Duration: May 2015 - Apr 2016

Role: Project Lead & Interaction Designer | Charlotte, NC

Served as the UX point of contact for the agile rooms at Charlotte for Bank of America to handle all the UX queries and issues for Online Banking agile projects when the bank was shifting its focus to agile methodology

- Hosted and attended numerous weekly meetings with agile teams to check and resolve the UX queries for various projects
- Sized the projects during the sprint planning sessions to evaluate and track UX bandwidth
- Ensured smooth transition of projects from waterfall to agile
- Maintained excel sheet for the various project timelines and ensured that all projects were delivered on time
- Coordinated between the agile development teams and multiple UX project teams
- Represented UX team in Program Increment Planning sessions
- Appreciated by UX design director for my dedication and hard work

Project: Masterpass | Duration: Feb 2015 - Apr 2015

Role: Project Lead & Interaction Designer | Charlotte, NC

Deliverables: Mobile App - IOS, Android and Web Design

The objective of this project was to create a Bank of America co-branded MasterPass wallet to help customers shop with ease using MasterPass wallet. This was a new initiative and had to be designed and delivered under aggressive timelines.

- Brainstormed business requirements and design ideas with Masterpass and internal design teams
- Created designs adhering to bank guidelines and MasterPass technical feasibilities
- Gathered customer feedback through usability testing
- Attended numerous wireframe review meetings with Masterpass development teams to make sure all their requirements are met.
- Delivered detailed mobile app and responsive web design wireframes on time
- Received appreciation from the Head of Line of Business for my work.

Project: Mobile Check Deposit | Duration: July 2014 - Jan 2015

Role: Interaction Designer | Chennai, India

Deliverables: Mobile App - IOS, Android

The objective of this project was to enable customers to deposit checks into their accounts using the mobile app without having to go to financial center

- Attended JAD (Joint Application Development) sessions to gather and discuss requirements
- Created detailed flow of the mobile check deposit process
- Participated in Guerrilla testing to find users feedback
- Delivered detailed high level and low level mobile wireframes

Project: Apple Pay | Duration: Jan 2013 - June 2014

Role: Interaction Designer | Chennai, India

Deliverables: Mobile App - IOS, Web Design

The objective of this project was to engage online banking customers into digital wallets like Apple Pay, Android Pay and Samsung Pay by adding their credit and debit cards into digital wallets.

- Created a simple yet, compelling digital wallet layout for online banking.
- Designed the on-boarding experience that enables customers, understand the ease of use of digital wallet.
- Ensured the design is scalable to include multiple digital wallets for future use.
- Recognized and appreciated at UX meetings (UX group meeting conducted by Executives)

Project: Bank AmeriDeals | Duration : June 2012 - Dec 2013

Role: Interaction Designer | Chennai, India

Deliverables: Web design

The objective of this project was to engage online banking customers in choosing cash back deals for the various retailers

- Coordinated offshore-Onshore communication

- Designed the on-boarding experience for customers to choose deals
- Designed detailed high level and low level wireframes with CAR tables
- Recognized and appreciated at UX meetings (UX group meeting conducted by Executives)

Project: Mobile App 1.0 & Accelerated Work Efforts | Duration: June 2010 - May 2012

Role: Project Lead, Interaction Designer | Chennai, India

Deliverables: Mobile App - IOS

Mobile App 1.0 was an initiative to create baseline documents for the mobile app and accelerated work efforts are small initiatives that address the critical updates and customer feedbacks between major releases. These projects are time sensitive and require quick turn around time and proper design solutions.

- Created and delivered quick solutions to critical problems
- Executed the UX design process and reviews within a span of 3 weeks
- Delivered all design artifacts from wireframes to visual design
- Handled over 200+ small, medium and large maintenance efforts

Education

Bachelors of Information Technology

2006 - 2010

Anna University, Chennai, India

Certificate in User Experience - Interaction Design Specialty

Nielsen Norman Group