



Aravind Ravi

User Experience Designer

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Skills

Interaction Design, Information Architecture, Wireframing, Prototyping, Animation, Visual Design, User Research, Analytics, Product Strategy, AgileUX, Usability Testing, Front-end Development.

Tools

Sketch, Figma, Principle, Framer, Axure RP, Balsamiq, InVision, Adobe Creative Suite, Photoshop, Illustrator, Google Analytics, Usability Hub, Full Story, Maze, GazePoint, Validately.

Development

HTML5, CSS3, Sass, JavaScript, jQuery, Bootstrap, AngularJS, PhoneGap, .NET MVC4, Android SDK, Mainframe.

Education

M.S. Human Centered Design & Engineering

University of Washington, Seattle
Sep 2014 - Mar 2016 | GPA: 3.94

B.Tech. Information & Communication Technology

Sastra University, India
Jun 2007 - May 2011 | GPA: 3.84

Certifications

Microsoft - Programming in HTML5 with JavaScript and CSS3

Interaction Design Foundation - User Centered Design

Work Experience

UX Design Lead

Sep 2019 - Present

Fresh Consulting

- Led the design efforts for the Amazon Seller Central platform with bank account verification user flows for fraud prevention.
- Led Research and Design of applications for face-recognition and other biometrics applications for Universal Studios, Florida in partnership with NEC.
- Led Interaction and Motion Design project for Morpheus, a fitness training platform for elite-level fitness coaches.
- Led and oversaw research and design project pitches, project estimations, design process, UX Research, Information Architecture, Interaction Design and Product Strategy for several clients. Trained and mentored designers in Agile UX, Research & Strategy, CX, metrics benchmarking and Product roadmapping.

Sr. User Experience Designer

Aug 2017 - Sep 2019

Fresh Consulting

- Led design efforts to create a digital platform for autonomous vehicles for the company's largest client.
- Led design efforts to design CBRE's suite of real estate products.
- Designed a community platform for Amazon's DSP community.

User Experience Designer / UX Design Intern

Jun 2015 - Jul 2017

Fresh Consulting

- Led an Agile UX Research and Design project for DTI Global's Court Reporting platform.
- Worked with a team of 12 designers to create a Design Language System to unify and modernize Epiq's customer facing products.
- Led research and design of a CRM application for Trutina Financial as an intern.

Systems Engineer / Asst. Systems Engr. / Intern

Jan 2011 - Aug 2014

Tata Consultancy Services

Worked as a Front-end Developer & UX Designer for Citi, Virgin Media and Fidelity Information Services. Worked on Augmented Reality mobile apps as an intern.

Clients

Amazon, Microsoft, Universal Studios, CBRE, Epiq, Citi, Virgin Media, United Rentals, University of Washington, NEC and 40+ more organizations.