

Anirudh Ramanathan

User Experience Designer with more than three years of UX experience and a strong understanding of the human-centered design process. Experience working in both research and design roles. Enrolled in an MS program at the University of Washington.

EXPERIENCE

Premera Blue Cross, Mountlake Terrace, WA — Customer Experience Design Research Intern

JUNE 2021 - SEPTEMBER 2021

Co-led research on projects related to insurance claims, EHR perceptions, and customer feedback. Worked closely with designers, business leaders, and PMs, to research and create solutions in the health insurance space.

Worked to discover problem areas, conduct in-depth research, define strategy, and propose unique solutions. Analyzed competitors, interviewed stakeholders, launched surveys, and reviewed member feedback. Created deliverables like journey maps, user flows, internal system maps, heuristic evaluations, usability tests, and more. Worked closely with designers to help review designs, run usability tests, and provide recommendations.

Sinclair Broadcast Group, Seattle, WA — UX Designer

JULY 2018 - JANUARY 2021

Co-led design on accounts, a local events experience, a design system, and other initiatives. Worked closely with designers, developers, QA, and product managers to pursue these research and design initiatives for our 100+ news sites.

Worked in the UCD process and used tools like Sketch, InVision, and HTML/CSS to define our design work and create interactive prototypes. Conducted competitive analyses, surveys, and usability tests through tools like SurveyMonkey and SoundingBox to develop research findings. Created deliverables to synthesize our research and drive design strategy.

Department of VA (VSFS), Remote — User Experience Project Coordination Intern

SEPTEMBER 2017 - MAY 2018

Created UX deliverables for projects related to VA medical centers.

BEAM Interactive, Boston, MA — User Experience Strategy Intern

MARCH 2017 - JUNE 2017

Supported UX researchers, established insights, framed problem areas, conducted competitive analyses, and ideated on solutions. Produced deliverables for clients like Fidelity, Mini USA, and Nuveen.

Insight Global (For Microsoft), Bellevue, WA — Usability Research Assistant

AUGUST 2016 - DECEMBER 2016

Conducted research studies, assisted with QA, and communicated data.

503-887-9987

anirudhruw@gmail.com

www.anirudhramanathan.com

(Password: arportfolio123)

SKILLS

Design

User flows, concept sketches, VR design, wireframes, mockups, style guides, user-centered design, information architecture, prototyping, visual design, service design, interaction design

Research

Interviewing, affinity mapping, surveying, personas, journey mapping, service blueprints, storyboarding, guerilla research, usability testing, scenarios, participatory design, heuristic analysis, A/B testing, web analytics

Tools

HTML/CSS, Sketch, Figma, InVision UserZoom, Usertesting.com, SurveyMonkey, XD, Python, Adobe Creative Suite, MS Office, Unity, Co-Spaces, Jira, and Wiki.

EDUCATION

University of Washington, MS Human Centered Design Engineering, 4.0

SEPTEMBER 2020 - JUNE 2022

Northwestern University, MS Information Design and Strategy, 3.96

JANUARY 2019 - JUNE 2021

University of Washington, BA Geography

SEPTEMBER 2014 - JUNE 2018

Designlab, UX Academy

JANUARY 2018 - JULY 2018

PROJECTS

Smoke Guard: A Service Design Concept, University of Washington

SEPTEMBER 2021 - DECEMBER 2021

Worked with my team to define, research, and architect a service concept to help people better prepare for the effects of worsening wildfire smoke. Conducted research, organized co-design activities, and created ecosystem maps, journey maps, service blueprints, prototypes, and more to realize this concept.

Health Insurance Claims: Member Submits, Premera Blue Cross

JULY 2021 - SEPTEMBER 2021

Conducted in-depth research into health insurance claim submissions to understand key pain points and business needs. Utilized research methods like competitive analyses, interviewing, surveying, heuristic evaluation, literature reviews, and more. Worked to detail customer journeys, flows, and devised evidence-based solutions. Worked closely with designers and helped conduct usability tests to provide design direction.

Journey: Travel Planning App, Northwestern University

APRIL 2021 - JUNE 2021

Designed an intelligent, modern travel planning experience that learns about travelers' interests and needs then constructs an interactive itinerary that reflects those requirements. Envisioned this concept through the HCD process from research to a click-through prototype. This was my capstone project for Northwestern University.

Spotify App Usability Review, University of Washington

JANUARY 2021 - MARCH 2021

Conducted a heuristic evaluation, in-depth analysis, and a usability test of Spotify's collaborative playlist feature. Analyzed pain points and crafted evidence-based solutions to improve collaborative playlists.

OMNI: Digital Voting App, University of Washington

SEPTEMBER 2020 - DECEMBER 2020

Worked to understand digital voting as a concept. Utilized the HCD process and conducted research activities. Worked collaboratively to craft research artifacts to empathize with users and architected an experience. Transformed design artifacts into a click-through prototype and a presentation of our experience.

Local Events Calendar, Sinclair Digital

JUNE 2019 - AUGUST 2020

Co-led a design exploration into a local events experience with designers and product managers. Organized a series of research and design deliverables in order to bring an idea into a coded semi-functional prototype.

News Site Registration, Sinclair Digital

AUGUST 2018 - NOVEMBER 2019

Utilized the HCD process to research, design, prototype, and guide the implementation of the first holistic account registration experience on the organization's news websites. Participated in further design updates and iterations.

Mirror: Clothing Store Site Concept, Designlab

JANUARY 2018 - MARCH 2018

Utilized the UX process to research, architect, and design a mock digital clothing store concept.

Financial Institution Research, BEAM Interactive

MARCH 2017 - JUNE 2017

Conducted and participated in research activities to define key personas and propose relevant solutions.