Anirudh Ramanathan

UX Researcher with more than four years of UX experience and a strong understanding of the HCD process.

503-887-9987
anirudhruw@gmail.com
www.anirudhramanathan.com
(Password: arportfolio123)

EXPERIENCE

West Monroe, Los Angeles, CA — *Experience Design Consultant*

MARCH 2022 - PRESENT

- Created research and service design deliverables for major health insurance clients, enhancing their customer experiences.
- Conducted research efforts ranging from 50+ interviews, 3 card sorts, 2 competitive analyses, 3 usability tests, 2 concept tests, surveys, and stakeholder workshops uncovering critical UX issues.
- Created 5 detailed presentations, 6 reports, 2 IA maps, and enterprise journey maps informing clients of major UX changes.

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

JUNE 2021 - SEPTEMBER 2021

- Worked to discover problem areas, conduct in-depth research, and propose solutions on claims and EHR.
- Analyzed 5 competitors, interviewed 6 stakeholders, launched 2 surveys, and reviewed 300+ member comments. Synthesized research findings to effectively drive design strategy.
- Conducted a heuristic evaluation exposing 34 issues, ran a usability test with 8 participants, and provided 8 key recommendations.

Sinclair Broadcast Group, Seattle, WA — *UX Designer*

JULY 2018 - JANUARY 2021

- Co-led UX design for 5 initiatives across 100+ news sites, increasing engagement, retention, and readership.
- Collaborated in cross-functional teams (designers, devs, consultants, PMs) to design site improvements
- Used Sketch & InVision to create prototypes w/200+ screens
- Conducted 5 competitive analyses, 6 surveys, interviews, and 5 usability tests across experiences to develop research findings.
- Led 5 workshops and drove design strategy on 2 experiences.

Department of VA (VSFS), *UX Project Coordination Intern*

SEPTEMBER 2017 - MAY 2018

BEAM Interactive, Boston, MA — *User Experience Strategy Intern*

MARCH 2017 - JUNE 2017

Insight Global, Bellevue, WA — *Usability Research Assistant*

AUGUST 2016 - DECEMBER 2016

SKILLS

Research

Interviewing, study design, service blueprints, surveying, customer research, journey mapping, usability testing, heuristic analysis

Design

Wireframes, mockups, user flows, style guides, user-centered design, prototyping, service design

Tools

Figma, HTML/CSS, InVision, Usertesting.com, Maze, SurveyMonkey, XD, Adobe Creative Suite, MS Office, Jira

EDUCATION

University of Washington, MS *Human Centered Design Engineering, 3.95*

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

Health Insurance IA Redesign, West Monroe

MARCH 2017 - JUNE 2017

Conducted a detailed analysis of a health insurance organization's digital experience, utilized interviews, usability tests, card sorting activities, and concept tests encompassing over 126 features. Uncovered critical information architecture flaws that prohibited key user experience goals. Synthesized findings with my teammate into a comprehensive 4-level IA restructure optimized for navigation and mapped all 126+ features to the new architecture. Worked with the client to integrate the restructured IA into their approach.

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.

Claims: Member Submission Research, Premera Blue Cross

JULY 2021 - SEPTEMBER 2021

Conducted in-depth research into claim submissions to understand key pain points and business needs. Utilized research methods like competitive analyses, interviewing, surveying, heuristic evaluations, literature reviews, and more. Worked to detail customer journeys, flows, and devised solutions. Worked to conduct usability tests and provide further design direction.

Journey: Travel Planning App Concept, Northwestern University (Capstone)

APRIL 2021 - JUNE 2021

Designed a prototype experience for an intelligent, modern travel planning experience that learns about travelers' interests and needs then constructs an interactive itinerary that reflects those requirements.

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 Concept, University of Washington

SEPTEMBER 2020 - DECEMBER 2020

Worked to conceptualize a digital voting experience through an end-to-end research & design project

Local Events Calendar Concept, Sinclair Digital

JUNE 2019 - AUGUST 2020

Co-led a design exploration into a local events experience from research to a semi-functional prototype.

News Site Registration Design & Implementation, Sinclair Digital

AUGUST 2018 - NOVEMBER 2019

Utilized the HCD process to build the first holistic account registration experience on the org's news sites.

Financial Institution Research, BEAM Interactive

MARCH 2017 - JUNE 2017

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