

Ramsiddarth Kalyansundaram

ramsiddarth.k@gmail.com | (930)-333-4220 | LinkedIn: Ramsiddarth K | Portfolio: ramsiddarth.in

EDUCATION

Indiana University- Bloomington

M.S. in Human-Computer Interaction

o GPA: 3.90/4.00

o **Related Coursework:** Experience Design, Foundations of HCI, Interaction Design Methods, Intro to HCI, Meanings and Forms of HCI, Visual Design, Design Strategy.

Bloomington, Indiana

Expected Graduation, May 2025

PSG College of Arts and Science

B.Sc. in Visual Communication

o **First Class with Distinction**

o **Concentration:** Visual Design

Coimbatore, India

2018-2021

Related Coursework: Graphic Design Production, VFX and Animation, Motion Design, Audio Production, Basics of Writing

EXPERIENCE

IDS News

UX Designer (Part-time)

Bloomington, USA

Aug 2023 – Present

- Designed a digital publication platform that increased retention rate by 13%
- Conducted thorough user research utilizing research methods like Heuristic analysis, User interview, and secondary research
- Created a complete design system with design tokens, Component library, and layout design for effective dev handoff

Timeless Ventures

Product Designer

Chennai, India

Aug 2022 – Aug 2023

- Designed multiple greenfield digital products primarily in the fintech, SaaS, and ID verification sectors
- Researched and designed a complete marketing website for leading fintech company “Scripbox”
- Utilized design principles to design a SaaS platform in the HR management space called “Quicktest”
- Closely collaborated with Project Managers and Engineers for effective design handoff for project success. Extensively worked on design system and guidelines for project scaling

PROJECTS

Salesforce AI in Cloud Marketing Solutions

Team Member

Bloomington, USA

Jan 2024 – Present

- Actively working on avenues to implement AI for effective marketing reach and ROI
- Researched the ethical concerns on the customer level, Business level, and social level of implementing AI on a scale
- Designing an effective solution that would use AI to aid marketing executives create marketing campaigns that are personalized and relevant also keeping ethical concerns in mind
- Explored solutions that would help marketers focus on content experimentation, aggregation and reporting with the help of AI insights

ACTIVITIES AND LEADERSHIP

HCI/D Club

Active participant in organizing workshops and events

Bloomington, USA

Aug 2023 – Present

SKILLS

Designing: User research, Wireframing, Prototyping, User testing and Visual Design

Tools: Figma, Sketch, Adobe CC(ae, ai, ps,pr), Framer, Webflow, Rive, Asana, Slack, Miro, Notion, Coda, Cinema 4D, Blender