

Ramsiddarth Kalyansundaram

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PROFESSIONAL EXPERIENCE

Deal Meridian

New York (Remote), USA

Founding Product Designer

May 2024 – Dec 2024

- Designed and Implemented an end-to-end real estate lead management platform from scratch, featuring an innovative task-based workflow system
- Transformed complex lead processing challenges into an intuitive task system, optimizing agents' ability to efficiently manage and prioritize high-volume lead pipelines
- Led UX/UI design for MVP development, including wireframes, prototypes, and design specifications
- Collaborated with 2 product managers and 6 developers to implement user-centered design solutions

IDS News

Bloomington, USA

UX Designer (Part-time)

Aug 2023 – May 2024

- Spearheaded design of a digital publication platform, achieving 13% increase in user retention through data-driven design decisions
- Executed comprehensive user research through multiple methodologies: heuristic analysis, user interviews, and secondary research
- Developed and implemented a complete design system including design tokens, component library, and layout specifications

Timeless Ventures

Chennai, India

Product Designer

Aug 2022 – Aug 2023

- Led end-to-end design for multiple greenfield digital products across fintech, SaaS, and ID verification sectors
- Conceptualized and executed complete marketing website design for Scripbox, a leading fintech company
- Designed comprehensive UX/UI for QuickTest, an HR management SaaS platform, focusing on user-centered design principles
- Established scalable design systems and guidelines while maintaining close collaboration with Project Managers and Engineers

EDUCATION

Indiana University- Bloomington

Bloomington, Indiana

M.S. in Human-Computer Interaction

Expected Graduation, May 2025

- GPA: 3.95/4.00

PSG College of Arts and Science

Coimbatore, India

B.Sc. in Visual Communication

2018-2021

PROJECTS

Salesforce AI in Cloud Marketing Solutions

Bloomington, USA

UI/UX Designer

Jan 2024 – May 2024

- Explored 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 in creating marketing campaigns that are personalized and relevant while keeping ethical concerns in mind
- Explored solutions that would help marketers focus on content experimentation, aggregation, and reporting with the help of AI insights

SKILLS

Design Software: Figma, Adobe Creative Suite (Photoshop, Illustrator, After Effects, Premiere Pro), Sketch, Framer

Design Methods: User Research, Wireframing, Prototyping, Usability Testing, Design Systems, Information Architecture, Visual Design, Mockups, Design Strategy, Product Design, Design Patterns, Market Research.