

# Reshma Ravi

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## EXPERIENCE

### Altimetrik- Senior UX Designer (Feb 2026 - Present)

Chennai, India

- Presented design solutions and product narratives to engineering, business stakeholders, and leadership through executive-ready presentations
- Led stakeholder discussions and streamlined design-to-development handoffs, adopting AI-assisted workflows for design documentation, UX copy generation, and design QA, reducing manual effort
- Facilitated sprint planning, backlog grooming, and prioritization to ensure smooth delivery aligned with business goals and timelines

### Tech Mahindra - Product Designer (Oct 2022 - Feb 2026)

Chennai, India

- **Conducted extensive user research and usability testing** for logistic projects through A/B testing, user interviews, surveys, and heatmap analysis; identified critical issues in navigation and load times, leading to a redesign that decreased user drop-off rates by 25%.
- **Redesigned the eshop website**, resulting in a 30% increase in user engagement and a 20% rise in user satisfaction scores. Measured engagement through tools like Google Analytics and Hotjar, and conducted post-release surveys to track satisfaction.
- **Collaborated with cross-functional teams** including developers, marketers, and product managers, implementing Agile methodologies and design sprints, improving overall project efficiency by 15% and reducing time-to-market for new features.

### Accenture - Associate Designer (Nov 2019 - June 2022)

Chennai, India

- **Contributed to the development and implementation** of innovative UX solutions based on user insights and competitive analysis, leading to tangible improvements in conversion rates and alignment with business goals.
- **Assisted in the creation and maintenance** of user personas and journey maps to better understand user needs and pain points throughout the product life cycle.
- Supported the implementation of accessibility standards and guidelines to ensure inclusive design for all users.
- Conducted in design critiques and brainstorming sessions to foster a collaborative and iterative design process.

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## PROJECTS

- **State Bank of India** - Worked on the SBI YONO Business application, improving user experience through research-driven UX and scalable interface design for corporate and SME users.
- **Nasdaq** - Worked on the Calypso application revamp to improve experience and match business goals.
- **Kimberly Clark**- Contributed to the Kotex NA website redesign by improving user journeys, accessibility, and conversion-focused experiences.
- **Verizon Data Services** - Designed an intuitive reservation system, allowing employees to book office spaces based on their needs and preferences.
- **MTN Nigeria** - Designed user interface concepts and wireframes for the MTN Enterprise Business portal, enhancing user experience for corporate clients.
- **Gati Logistics** - Contributed to the development of Gems 2.0, an internal logistics application enables customer onboarding, contract creation, shipment booking, billing, invoicing, user management, and delivery tracking within a unified platform.

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## EDUCATION

2016-2019 **DG Vaishnav College**  
Bachelors in Design

Chennai, India

2026-Present **Indian Institute of Technology Kharagpur**  
Executive Post Graduate certificate in Building AI products, Systems & Services

West Bengal, India

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## OTHERS

- Software knowledge: Figma, Adobe XD, Sketch, Balsamiq, Framer, Illustrator
- Skills: UX Research, Requirement Gathering, Problem spotting & solving, Competitor Analysis & Market Research, Information Architecture, Wireframing, Prototyping, Usability Testing, Visual Design, Project Management, Planning & Strategy, Communication & Collaboration.
- Languages: English, Tamil, Telugu