

Shrikant Ramanathan

shrikantrdesign.com | rams31241@gmail.com

I do experimentation & exploration based user research and convert the insights into meaningful digital experiences.

Experience

CVS Health,

Sr. User Experience Designer,
16th Jan. 2022 to present,
93 Worcester St., Wellesley, MA - 02481, USA

Aetna, a CVS Health company,

User Experience Designer,
15th Aug. 2019 to 15th Jan. 2022,
93 Worcester St., Wellesley, MA - 02481, USA

Ecofrost Technologies Pvt. Ltd.,

Structural & Product Design Engineer,
24th May 2015 to 10th June 2017 (2 years),
Jeevan Nagar, Tathawade, Pune, MH -411033, India

Education

Rhode Island School of Design, August 2017 to May 2019,
Systems Sciences & Theory, with a focus on User Experience Design, User Interface Design, User Research, & Industrial Product Design

Brown University, Coursework 2018,
Entrepreneurial Studies (*Prof. Danny Warshay*)

Manipal Institute of Technology, M.Tech 2013 to 2015,
Computer Aided Mechanical Design and Analysis

University of Mumbai, B.E. 2007 to 2011
Mechanical Engineering

Skills

Tools

Sketch
InVision
Photoshop
Adobe XD
CREO
Figma

Other

User Research
User-Centered Design thinking
Data Visualization
Visual Design
Business & Design Strategy
Agile (Scrum) Methodology

Aetna, a CVS Health company,

Creative and Design Specialist (User Experience Designer),
2+ yrs, 2019-2022

- I analyze user behavior, ideate, design and execute the creation of successful digital experiences for websites and digital products.
- Expertly resolve complex issues using Human-Centered-Design and design thinking to reach simple and elegant solutions.
- I design digital experiences aided by marketing elements for target demography in the Managed-Health-Care industry.
- I contribute in strategizing the User-Experience vision, creating, process flows, site maps, wireframes, design assets, style guides, prototypes and working in conjunction with the developers to deliver industry-best digital experiences.
- I assist to perform User-Testing and Usability-Testing to understand the audience/consumers/customer demography and behavior. Accurately analyzing the data obtained from such testing and drawing conclusions/understandings to achieve benchmarks, or industry parameters and compliance while adhering to accessibility WCAG, A11y standards etc.
- I expertly navigate the use of tools for various steps of creative process. Knowledge of tools includes, but not restricted to, Sketch, InVision, Miro, Photoshop, Illustrator, XD, Jira, MS Excel, MS Word.
- I work in an Agile environment, expert understanding of SCRUM Agile practices.

My Work

Aetna Medicare Website - Redesigned pages based on new design system and style guides, Driving information display and continuous improvement in CTR for various indexes.

Aetna Medicaid Website - I helped redesign the old websites, from website architecture to final design execution.

Payflex Website - Assisted in complete overhaul of website, design strategy- wireframing - style guide - system design.

Alina Health & Innovation health Website - Created design style guide for digital experiences based on the parent brand styles. Redesigned homepages with repurposed design components to match Aetna (parent company) styles.

Ecofrost Technologies Pvt. Ltd.,

Structural & Product Design Engineer,
2 yrs, 2015-17

- Product Design Strategy, Helped design, analyze, manufacture and test flagship product “*Micro Cold Storage*”, Vendor negotiations and development, Market identification and research. Expert use of CAD mock-up in CREO and Static Structural Analysis in ANSYS.