

SHRIKANT RAMANATHAN (Shri)

Senior User Experience (UX) / Product Designer

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SUMMARY

Senior UX / Product Designer with 7+ years of experience delivering user-centered digital tools in complex, regulated environments. Specialize in designing for aging population by simplifying user flows, optimizing content, untangling interaction problems, and modernizing legacy systems. Known for proactive communication, strong cross-functional partnership, and research-informed iteration to improve efficiency, satisfaction, and cost outcomes.

CORE COMPETENCIES

Interaction Design • Information Architecture • Journey Mapping • Task Analysis • Prototyping & Design Systems • Usability Testing & Concept Testing • Accessibility (WCAG 2.1) • Stakeholder Facilitation • Agile / Lean UX / Design Thinking • Metrics & Analytics Collaboration

TOOLS & TECHNOLOGIES

Figma (Prototyping, Components, Design Lib.), FigJam, Miro, Adobe CC (as needed), Jira/Confluence, UserTesting/UserZoom (or equivalent), Adobe Customer Journey Analytics/Quantum Metric (or equivalent), HTML/CSS familiarity, Design System documentation and leadership, No Code Agentic AI (Training in progress)

PROFESSIONAL EXPERIENCE

Senior UX Designer | Aetna-CVS Health (Digital Products)

Houston, TX (remote) | 2022 – Present

- Lead design for senior users by creating quick-high-satisfaction tools and experiences focusing on user journey efficiency and modernization.
- Translate complex business requirements into user scenarios, task flows, and interaction models; produce wireframes, prototypes, and high-fidelity UI specifications for build-ready handoff for developers.
- Partner daily in Agile ceremonies with product owners, content strategist, CMS authors, content designers, and UX researchers to drive scope clarity, unblock delivery, and align on outcomes.
- Plan and participate in user research (contextual inquiry, interviews, usability testing, live A/B testing) and synthesize findings into prioritized design improvements.
- Coordinate across multiple workstreams in a complex ecosystem; align patterns with adjacent teams and ensure a seamless end-to-end experience across tools and channels.
- Present design rationale, tradeoffs, and progress updates to senior stakeholders; proactively communicate risks, dependencies, and recommendations.
- Lead design system evolution (components, guidelines, accessibility checks) to improve consistency, speed delivery, and reduce rework and technology costs.

UX Designer | Aetna (Digital Products)

Wellesley, MA | 2019 – 2022

- Designed responsive web and transactional experiences across multi-step journeys; improved clarity and reduced errors through information architecture and content-first UX.
- Created journey maps, user flows, and clickable prototypes to align stakeholders and accelerate decision-making.
- Collaborated with engineering on implementation details, QA, and accessibility requirements to ensure high-quality delivery.
- Used analytics and customer feedback to identify friction points and iteratively optimize navigation, forms, and self-service experiences.

Product Design Engineer | Ecofrost (OEM Products)

India | 2015 – 2017

- Drove cost-efficient and reliable design of a portable cold storage system by leading the human-machine interface strategy and aligning closely with electrical, electronics, and engineering teams for first-time-right integration.
- Contributed to companion Android application development by defining user flows and task models focused on ease of use, reducing user error and operational friction in the field.
- Established early manufacturing, QA, and DFMEA design foundations to reduce rework, mitigate risk, and improve long-term system reliability.
- Led structural chassis design for a 5-ton portable unit, ensuring durability and safe lift-and-place operation while optimizing material use.
- Partnered with CFD engineers to design polycarbonate air-duct systems that improved airflow efficiency and thermal performance, supporting consistent operation and reduced maintenance risk.

SELECTED IMPACT HIGHLIGHTS

- User-flow modernization: Simplified multi-step tasks into streamlined flows to reduce time-on-task and improve user efficiency.
- Complex interaction problem solving: Untangled legacy navigation and reduced component redundancy to improve findability, reduce user errors and improve asset delivery timeline.
- Research-driven iteration: Ran recurring usability tests and incorporated feedback into monthly releases, improving ease-of-use and adoption over time.
- Cross-team alignment: Standardized patterns and content guidance across projects to create a consistent ecosystem experience.

RECENT EDUCATION

Master's Degree | Industrial Design (UX) | Rhode Island School of Design (RISD)

CERTIFICATIONS & TRAINING

SAFe trained | WCAG 2.0 trained | AEM Level 2 trained (Hybrid CMS) | No Code Agentic AI (MIT cert. course ongoing)

KEYWORDS

Interaction Design, Prototyping, Usability Testing, Concept Testing, User Scenarios, Task Flows, Diagrams, Agile, Design Thinking, Lean UX, Responsive Design, WCAG 2.1, Navigation Architecture, Agentic AI