Deeptha Ramesh

Product Designer

An interdisciplinary designer with 4+ years of experience specialising in product and UX research. I am passionate about exploring user interactions with design & tech, aiming to create intuitive and engaging experiences. My work revolves around research, design systems, & cross-functional team collaboration to drive products.

Contact Details

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Education

MA Design Management (2022 - 2024)

University of the Arts London, UK

B.Design Industrial Design (2015 - 2019)

Ramaiah University of Applied Sciences, India

Accolades And Achievements

UAL Research Grant Winner (June 2023)

Received a research grant for an overseas study on the Indian healthcare system, among the top 5 selected proposals.

GMTCI Workshop (December 2018)

Selected among the top 20 students nationwide for a project designing a key fob digital interface, sparking my passion for UX/UI.

Thesis Projects

Toolkit for Olfactory Disorder (2023)

Developed 'SVASA', an inclusive, regionally accessible card-based solution for self-help and sensory stimulation exercises at home by conducting mixed-method research in Indian healthcare with occupational therapists and ENT specialists, to design.

Micro-mobility Solutions (2018 - 2019)

Designed "Monopod," a micro-mobility solution for large campuses ensuring accessible, safe, and seamless integration with the UX for docking stations and booking sites, promoting sustainable transportation opportunities.

Skills

- Mixed Methodology User Research
- Contextual and Gap Analysis
- Data Analysis and Visualisations
- Participatory Design Workshops
- Design Systems and Usability Testing
- Wire-framing and Prototyping

Work Experience

ReGo Forum, United Kingdom — 4 Months , 2023

Product Design Strategist

- Responsible for user research through unstructured interviews and surveys to identify the key pain points in the experience of the events
- Designed end-to-end service experiences of the events, encompassing the brand website, ticket interface, and event control checklist
- Utilising service design methodologies such as journey mapping and blueprinting to create cohesive user journeys for event attendees

Kofluence Tech Ltd, India — 2019 - 2022

Product Designer

- Conducted user research with over 200 influencers through body storming, interviews, and surveys
- Established 5-year product vision and design strategy roadmap
- Designed the complete look and feel of the influencer marketing experiences in India for both B2B and B2C products using Figma
- Developed cohesive brand identity, reusable components and scalable design systems like material design, HCI guidelines and WCAG 2.1 guidelines, enabling a 25% efficiency gain for front-end developers
- Optimised user database with the tech team, using SQL DBMS, reducing the dashboard data load time to 0.8 seconds
- Prioritise user research and data-driven decision-making leveraging Google Analytics and HotJar for product enhancements
- Had the opportunity to mentor a team of 5 junior designers, fostering data-driven decision-making, design thinking, and user empathy

Product Owner

- Reduced sprint production time by 30% through rapid prototyping; increased user retention
- Collaborated with the cross-functional team, serving as Scrum Master managing product backlogs and 14-day sprints, transitioning the team into Zoho Sprints from Excel

Scion Branding and Design Agency, India — 3 Months, 2018

Graphic Design Intern

- Designed visually compelling UGCs, illustrations, animations for social media campaigns, emailer, brand assets for marketing initiatives, and icons for other digital design experiences

Tools & Methods

- Figma, Sketch and Adobe xd
- Autodesk Alias, Maya and AutoCAD
- HTML, CSS and SQL DBMS
- Microsoft and Google Suite
- Google Analytics and HotJar
- Wix, Shopify and Webflow
- Jira, Monday & Zoho Sprints
- Premier Pro and After Effects
- Photoshop and Illustrator
- FigJam and Miro
- InVision and Framer
- 3D modelling and Model Making