

Shrikant Ramanathan (Sri)

Portfolio - examples of multifaceted work - www.shrikantrdesign.com

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Location - Spring, TX (Greater Houston area)

Professional Summary

Experienced and innovative Senior User Experience Designer with over 7 years of expertise in crafting user-centered design solutions. Adept at balancing business objectives with user needs to create impactful experiences. Proficient in designing intuitive and engaging user interfaces for both desktop and mobile platforms. Highly collaborative with a proven track record of driving design excellence and innovation in dynamic, fast-paced environments.

Professional Experience

Senior User Experience Designer Aetna-CVS Health – [Houston] Jan 2022 – Present

- Collaborate with cross-functional teams to design engaging and intuitive user experiences using an iterative lean UX approach.
- Create big-picture workflows and execute detailed visual & interaction design to enhance usability and optimize user experience.
- Produce design assets including concept designs, user flows, wireframes, user scenarios, journey maps, mockups, design components, brand harmonizations, ensuring intuitive and seamless interactions.
- Conduct heuristic evaluations of existing products to identify areas for improvement.
- Conduct design QA before production release.
- Develop innovative approaches to complex design problems, presenting ideas through mockups, presentations, and detailed design specifications.
- Work within a small, empowered product team to balance business objectives with user needs, ensuring smooth implementation of designs.
- Uphold high standards of user-centered design, iterating quickly and testing designs for consistency across touchpoints.
- Collaborate with user researchers to inform design decisions and contribute to studies exploring user interface issues and opportunities.
- Additionally a co-manager and individual contributor for organization wide design systems library.
- **A few recent achievements:**
 - Doubled the YOY enrollment since 2023, by consistently increasing CTRs. I achieved this by relentless Usability & Live testing of products - iterative designing.
 - Optimized Mobile & Tablet Design for 2025 - with engagement increase of over 25%.
 - Improved member retention by improving the NPS scores.
 - Co-Lead - Full Design System Update.

User Experience Designer Aetna – [Boston] Aug 2019 – Jan 2022

- Designed user-friendly interfaces for both desktop and mobile platforms, focusing on responsive and adaptive design.
- Utilized industry-standard UX tools such as Sketch, Adobe CC, Figma, InVision, and Balsamiq for efficient design workflows.
- Conducted user research and usability testing in UserZoom tool to gather feedback and improve designs.
- Created user flows, wireframes, and interactive prototypes to demonstrate design concepts.
- Collaborated with product managers and engineers to ensure the feasibility and implementation of designs.

Structural Product Design Engineer Ecozen – [Pune, India] May 2015 – June 2017

- Helped design and manufacture the flagship product. (Standalone Solar Powered Mobile Cold Storage system)
- Lead team to deliver on mechanical support structure (exo-skeleton), Human Machine Interface (HMI) for the control systems and groundbreaking thermal energy storage systems.
- Created manufacturing drawings and standards for systems with vendors and internal assembly lines
- Created quality analysis processes of the designed product and Research and Development pathways.
- Helped business with vendor analysis and negotiations.

Education

Master's Degree in Design

Rhode Island School of Design (RISD) – [Providence, RI, USA] 2019

Master's Degree in Computer Aided Mechanical Design

Manipal Institute of Technology – [Manipal, India] 2015

Bachelor's Degree in Mechanical Engineering

University of Mumbai – [Mumbai, India] 2011

Skills

- Interaction Design
- User-Centered Design
- Responsive & Adaptive Design
- Heuristic Evaluation
- Design Thinking
- Wireframing & Prototyping
- Usability Testing
- User Research
- Sketch, Adobe CC, Figma, InVision, Balsamiq, UserZoom Testing
- Basic HTML & CSS

Certifications & Awards

- Adobe Enterprise Management (AEM) Level II – *Adobe*
- Adobe Analytics (CJA) Level I - *Adobe*
- SAFe Agile Methodology – *CVS Health Internal Training*