

Kiran Ravindra

UX Designer & Entrepreneur

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Personal Statement

I am a research-focused UX designer dedicated to negotiating and implementing meaningful improvements with product and development teams in order to deliver optimized experiences for both existing and prospective end users. I take pride in representing my users' needs while working within the constraints of the assignment at hand with the goal of not only making users' and stakeholders' lives easier, but also affecting the business' bottom line.

Prior to my UX career, I founded multiple companies serving both retail customers & B2B clients, with combined revenues exceeding one million dollars before graduating school. My experience as both a business owner and designer have given me firsthand perspective into the importance of effective design within a business, regardless of size.

In the course of my independent work, I have built landing pages that have been featured on table tents in every Waffle House across the country, conducted consumer research for local clients, and filmed product videos that contributed to a 30% increase in sales. Throughout my UX career, I have escalated user issues to senior executives by effectively capturing and communicating my users' frustrations and needs, while simultaneously offering user-validated solutions to address them.

Education

University of South Carolina

2014-2020

BA - Interdisciplinary Studies

Minor - Advertising

Experience

IBM - Digital Research + Design

2021 -

Joined IBM's Digital Research + Design team as a UX Designer tasked with interfacing with numerous product teams across Cloud Software's portfolio to continually improve user experiences, including in-product UX as well as marketing webpages, sales materials, and trial experiences.

Key accomplishments have included leading a redesign of the "Service Management" page for all Cloud Pak for Data integrated services, which is key to onboarding and ongoing management experiences, as well as working closely with Research partners to improve mobile UX for products experiencing high volumes of paid mobile traffic.

Day-to-day work has involved close partnership with Research to plan, conduct, synthesize, and implement UX recommendations for User Research studies involving both existing and prospective users.

Additionally, I have leveraged my past experience and video production skills to influence the way that my organization communicates research findings by developing a series of video templates for internal circulation, resulting in a notable increase in VP and GM level exposure and subsequent executive sponsorship.

IBM - Cloud Marketing Intern

2017

Summer intern at IBM's Cloud Marketing Department in New York. Responsibilities included collaborating with full time employees to plan, manage, and deploy a webinar platform to educate existing and prospective IBM customers on the company's cloud products. This involved analyzing traffic and visitor behavior to determine what content should be gated/ungated in order to drive more qualified webinar leads.

Studio Ten26

2017 - 2021

Founded Studio Ten26 to offer consulting and B2B services including web design, video production, brand strategy and content creation.

Clients included nonprofits, small businesses, ecommerce brands and startups both locally and remotely. Scope of projects ranges from designing landing pages & social posts to developing media calendars & product videos.

Carbon Trim Solutions

2013 - 2021

Founded Carbon Trim Solutions, a B2C ecommerce brand known for designing the first 100% carbon fiber mobile phone case. Within 2 years of founding, I grew Carbon Trim Solutions from a garage operation to a high six-figure ecommerce brand featured in major publications, with customers in over 50 countries.

Responsibilities ranged from managing employees, contractors & overseas manufacturers, product & web design, overseeing social media, customer service, product development & brand direction.

Learn more about me at www.kiranravindra.com