

RAMYA RAMASWAMY

USER EXPERIENCE & PRODUCT DESIGNER

EXPERIENCE

Product Designer/UX Researcher, 01/2025 - 03/2025

Southwest Airlines (Project Sponsor), Evanston, IL

- Designed a mobile self-service solution to help travelers rebook flights, request accommodations, and navigate airports during disruptions—reducing Customer Service Agent workload by 20 tasks per flight.
- Conducted field research at Chicago Midway Airport, synthesizing insights from passengers and staff to inform the service design of irregular operations.
- Refined rebooking and voucher flows through usability testing, simplifying critical tasks and reducing friction for travelers during high-stress disruptions.
- Developed high-fidelity prototypes and a modular UI system aligned with Southwest's brand, earning praise as a scalable, future-forward solution.

Human Interface Design Intern, 06/2024 - 08/2024

Apple, Cupertino, CA

- Worked on the Xcode Design team to enhance developer workflow by designing and implementing user-friendly features.
- Designed and developed multiple iOS apps in SwiftUI to gain a deep understanding of the user experience, making sure that new Xcode features meet the practical needs of developers.
- Presented primary and secondary research, along with feature pitches, to executive leadership, influencing design and product decisions to better align with user needs and market trends.
- Refined design concepts through iterative collaboration with cross-functional teams, aligning with Apple Human Interface Guidelines.

Product Design Intern, 06/2023 - 08/2023

PNC Bank, Pittsburgh, PA

- Boosted user engagement on PNC's Youth Banking App by 45% through designing the mobile experience with improved information architecture and visual hierarchy.
- Streamlined user experience by 15% through A/B testing, reducing user complaints by 20% and improving brand continuity for PNC's pre-release design system.
- Increased user satisfaction by 20% by applying accessibility standards (e.g., WCAG) and creating inclusive experiences through Sketch and InVision.
- PNC Case Study Password: PNC2023

UX/UI Designer, 05/2023 - 08/2023

Develop for Good, Remote / San Francisco, CA

- Enhanced website usability and visual appeal through a Figma-based redesign, increasing traffic by 10% and reducing customer complaints.
- Conducted usability testing and heuristic evaluations to identify user pain points, driving an 87% increase in website retention rates and improved cross-platform consistency.
- Successfully integrated stakeholder feedback into interactive prototypes, aligning design updates with user needs and business goals.

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EDUCATION

Northwestern University, Evanston, IL

M.S. Engineering Design Innovation

Expected: 03/2026

Georgia Institute of Technology, Atlanta, GA

B.S. User Experience Design

Graduated: 05/2024

SKILLS

Design Tools:

Figma, Sketch, InVision, Adobe XD, Illustrator, Photoshop

Programming:

SwiftUI, Java, HTML, CSS

Design Disciplines:

UX/UI, Interaction Design, Visual Design, Storytelling, Prototyping, User Research, Wireframing

Strategic Skills:

Journey Mapping, Product Strategy, Information Architecture, Usability Testing, Design Systems

INDUSTRY KNOWLEDGE

Surveys, Card Sorting, Qualitative Analysis

User Interviews, Prototyping, Wireframing, Usability Testing

Journey Mapping, Product Strategy, Information Architecture, Design Systems

SCHOLARSHIPS

Society of Women Engineers

National Merit Scholarship Recipient

Grace Hopper Conference Scholarship