



PRIYA RAMAN

User Experience Ux Designer

UX designer with 6 years across fintech and SaaS, focused on onboarding flows, dashboard redesigns, and accessibility. Pair generative research with usability testing to turn messy product areas into shippable, measurable improvements.

CONTACT INFORMATION



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KEY SKILLS

- Generative and evaluative user research
- Moderated and unmoderated usability testing
- Figma, FigJam, and design system maintenance
- Information architecture and user flow mapping
- Wireframing and high-fidelity prototyping
- WCAG 2.1 AA accessibility auditing
- Journey mapping and service blueprinting
- Dovetail research repository management
- Cross-functional collaboration with PM and engineering
- Quantitative analysis with Amplitude and Mixpanel
- Design critique facilitation and mentorship
- A/B test design and interpretation

PROFESSIONAL EXPERIENCE

SENIOR UX DESIGNER | LATTICE NORTHWIND FINANCIAL, PORTLAND, OR 2022 – PRESENT

- Redesigned the small-business loan application, cutting drop-off between identity verification and document upload by 31% over two quarters.
- Ran 28 moderated usability sessions across three personas, then translated findings into a prioritized backlog the PM team adopted as their roadmap.
- Built a reusable Figma pattern library for forms and error states; teams report design handoff is roughly half the time it used to take.
- Partnered with engineering on a WCAG 2.1 AA audit and remediation plan that closed 47 of 52 issues before the next release.

UX DESIGNER | BURROWOOD SOFTWARE, PORTLAND, OR 2019 – 2022

- Owned end-to-end design for an analytics dashboard used by ~4,200 monthly active users; iteration after launch lifted weekly active use by about a third.
- Established the team's first research repository in Dovetail, replacing an inbox of scattered Loom links and PDF notes.
- Mentored two junior designers on critique and Figma componentization.
- Shipped a new onboarding checklist that reduced support tickets about setup by half within 90 days.

EDUCATION

- B.S. in Human-Computer Interaction, University of Washington, 2018 |
- Nielsen Norman Group UX Certification, Specialty in Interaction Design, 2021 |
- IDEO U: Foundations in Design Thinking, 2020 |