



PRIYA RAMANATHAN

Web Designer

Nine years of web design across agency, in-house, and freelance work in outdoor retail, healthtech, and civic tech. Balances brand-forward visual design with the practical constraints of content platforms, front-end handoff, and Core Web Vitals. Comfortable owning a design system, running a redesign from discovery to launch, and mentoring earlier-career designers.

CONTACT INFORMATION

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EDUCATION

- Bachelor of Fine Arts, Graphic Design, Pacific Northwest College of Art, 2017

KEY SKILLS

- Figma
- Adobe XD
- Webflow
- Hand-coded markup and styling for production sites
- Design systems
- Responsive design
- Accessible design practices (contrast, focus states, alt text)
- Shopify theme customization
- Prototyping
- Brand systems

PROFESSIONAL EXPERIENCE

Senior Web Designer | 2021 - Present
Larkspur & Vale Studio, Portland, OR

- Redesigned the flagship marketing site for a Series B fintech client; conversion on the free-trial signup button rose from 2.1% to 3.8% in the quarter after launch.
- Built a Figma component library of 140+ tokens and blocks now used across the studio's five retainer clients, cutting new-page mockup time roughly in half.
- Partnered with two front-end devs to spec responsive breakpoints, hover states, and motion cues; reduced back-and-forth QA tickets noticeably.
- Ran discovery workshops with client marketing teams to translate brand voice into type scales, color roles, and imagery direction.

Web Designer | 2018 - 2021
Northbeam Creative, Eugene, OR

- Designed 30+ Shopify storefronts for outdoor and apparel brands, handling product detail layouts, cart flows, and campaign landing pages.
- Introduced a lightweight accessibility checklist (contrast, focus states, alt text) that raised studio deliverables to a consistent accessibility bar on new builds.
- Owned the illustration and iconography for a wellness client's rebrand; the launch site was featured in an SiteInspire roundup.
- Trained two junior designers on Figma auto-layout and prototyping conventions.