

Ramneek W

Product + Experience Designer

Dedicated to crafting intuitive and enjoyable experiences, I focus on translating cutting-edge trends into impactful solutions. As a Grad Student at Carnegie Mellon, I am committed to fostering a holistic creative skill set to **navigate seamlessly through all realms of business, design, strategy, and engineering.**

Skills

UX Design, UI Design, UX Research, Design strategy, Marketing, Acting, Dubbing, Leadership, Teamwork.

I possess exceptional empathy, collaborate effectively, and exhibit strong leadership skills. I have a firm belief in taking bold and ambitious steps towards grand and visionary goals, known as **'moonshots'**.

Tools & expertise

Figma, Sketch, Adobe XD, Photoshop, Rhino, Keyshot, Invision, Protopie, Sketching, Adobe Indesign, Adobe Fuse CC, Miro, Notion, Mural, Google analytics

Design Methods

Stakeholder Mapping, Interviewing, Jobs-To-Be-Done, PESTLE Analysis, Information Architecture, Ideation, Heuristic Evaluation, Value Analysis, Service Blueprint, Journey Mapping

Awards

National Design Hackathon Winner

(March 2021, India)

1st Place

IIT Mumbai, Techfest Bridge Design

Winner (2012, India)

7th Place

Portfolio - www.ramneekw.com

Email - ramneek.k.g@gmail.com

Mobile - 412.909.7273

Education

Carnegie Mellon University • Jul 2022 - Dec 2023

MIIPS Advanced - Masters in Integration and innovation of product and services

Harvard business school online • Feb 2022 - May 2022

Design thinking and Innovation

National Institute of Design, Ahmedabad • Jul 2015 - Dec 2020

Bachelor in Product/Industrial Design

Professional Experience : 3 yrs

Capstone Project • Ongoing

Pittsburgh International Airport, Pittsburgh

- Improving accessibility of airport and re-iterating on mobility and wayfinding to positively impact: revenues, operations, security, customer experience, and inclusivity keeping sustainability in mind.

Design Lead(B2B2C) • Feb 2022 - Jul 2022

Bajaj Finserv Health, India

- UX Mentor to 4 Assigned Interns.
- Revamped entire Doctor side of the app and increased acquisition rates of doctors on the platform by 30%.

UX Designer (B2C) • Jan 2021 - Feb 2022

Bajaj Finserv Health, India

- Led design revamp of homepage and created a uniform design system along with a design team consisting of 4 people.
- Implemented customized homepage and onboarding framework for GMC corporate clients, resulting in a 20% Boost in plan utilization within a 2 month period.
- Designed a new product transaction journey, leading to a 10X Increase in sales within 6 months.
- Singlehandedly, launched and implemented a new feature 'Health coin' that boosted customer acquisition by 5x and reduced churn rate significantly.

UI/UX Designer • Aug 2020 - Jan 2021

Get Mega Private LTD, India

- Led optimization of website design for improved search engine visibility and performance in a fast-paced startup environment. Participated in in-depth and highly informative discussions, gaining valuable insights into the real money gaming industry.
- Played a key role in developing the User Experience of both the mobile platform and website. Majority of focus was on implementing strategies to attract whales - high value users to our platform. Constant feedback and pilot testing allowed us to make critical adjustments to our designs, resulting in a 3x increase in acquisition rate also resulting in high user engagement and entertainment.

Product Design Intern • Feb 2019 - Sep 2019

Elephant Design Studio, India

- Designed and prototyped an A.I-powered smart companion and virtual chatroom specifically catering to emotional needs of urban elderly in India.
- Project was backed up by a 'Lean Research Method', a methodology that emphasizes on real-time validation of ideas and designs through data collection and collaborative creation.