

RENOOH SIVAKUMAR

Education

+1 3034186148 resi5578@colorado.edu [LinkedIn](#) [Portfolio](#)

University of Colorado Boulder, CO, USA

Master of Science, Creative Technologies and Design

Aug 2023 - May 2025

4/4 CGPA

Anna University, Chennai, India

Bachelor of Engineering, Computer Science & Engineering

Aug 2019 - Apr 2023

9.1/10 CGPA

Work Experience

Tokskill Learn

UX/UI Designer

Nov 2022 - May 2023

Bengaluru, India

- Increased mobile feature adoption rate by 22.6% by owning a custom design kit and icons using Figma and Illustrator, ensuring consistency across various small business locations.
- Led product development team in streamlining web design system and UI components, leading to a 20% increase in user engagement by adhering to design principles.
- Conducted quantitative research and competitive analysis on user interactions with content, leading to a fully robust and 12% more inclusive findings while considering stakeholders.
- Managed a cross-functional team to apply Human-computer Interaction insights, optimizing workflow; reduced average task execution time by 50% and improved user retention rates by 15%.

Client work & Commercial Projects

Restore the balance [Link](#)

Mar 2024 - May 2024

- * Conducted Usability Testing for the official website that helped marketing and client increase consumer acquisition by 36%, in collaboration with product management software.
- * Deployed a Survey with over 100 responses and implemented the reviews resulting in an 11% decrease in bounce rate and 20% more user engagement of the website.

Alltrails [Link](#)

Feb 2024 - Apr 2024

- * Implemented data-driven pricing strategies and practices, informed by user interviews and Ethnography, resulting in a 25% increase in customer acquisition, working on product strategy and statistics.
- * Integrated desk research and Secondary research to recommend trail-specific community features leading to 17% more accurate real-time data collection than before.

Sync'd [Link](#)

Jan 2024 - Mar 2024

- * Increased peer support network engagement among Indian international students by 15% through fostering connections and building community.
- * Achieved a 15% increase in student satisfaction with the overall university experience while facilitating 20% more successful transitions to higher education, leading to a higher retention rate.
- * Provided access to relevant cultural resources, resulting in a 10% reduction in cultural adjustment challenges and enhanced academic performance with a 5% increase in GPA scores using robust product research strategy.

AngryBovine : Ellumination [Link](#)

Aug 2023 - Dec 2023

- * Primary research/Usability Testing: Sustainability campaigns that reduce total abandonment of currently owned vehicles by creating a database that maps combustion platforms to zero-emission replacement, achieving 95% accurate extraction of items and prices, collaborating with researchers and applied research.
- * Design System and Branding: Owned and spearheaded the development and deployment of three different design systems for the client, enhancing accessibility of visuals by 35%, and creating wireframes for new user behavior.

Skills and Tools

Skills: Windows operating system, Mac operating system, User-centered design thinking, Wireframing, Prototyping, User testing, User research, Interaction design, Graphic/Illustrative design, Style guides, HTML, CSS, Video editing, Storyboarding, Graphic Design, Concept Design, Usability Testing, Design documentation, Cognitive Psychology, UX Writing, Figma, Sketch, Adobe Xd, Framer, Invision, Jira, Miro, Notion, Teamspace, User Experience Design, After Effects, Human Computer Interaction, UX Research

Research: User Interviews, Surveys, Competitive Analysis, Participatory Design, User Flows, Field Observations, Contextual Enquiry, Secondary Research, Design Thinking, Ideation, Information Architecture.

Business: Business Models, customer service, Value Proposition, Information Science, Cognitive Science, Product Analysis, Scrum, Design sprints, Design Deliverables

Certifications and Scholarships

- **ATLAS professional MS scholarship:** Academic Excellence (Aug 2023 - May 2025)
- **Google :** Foundations of UX Design (Aug 2022 - Oct 2022)

Volunteer Experience

- **Nutrivo:** UI/UX Design and User Experience Research (Jul 2024- Present)
- **Aashman Foundation:** User Interface Design (Jul 2022 - Oct 2022)