Renooh Sivakumar

+1 3034186148   resi5578@colorado.edu   LinkedIn   Portfolio

Education

University of Colorado Boulder, CO, USA   **Aug 2023 - May 2025**
Master of Science, Creative Technologies and Design   *4/4 CGPA*

Anna University, Chennai, India   **Aug 2019 - Apr 2023**
Bachelor of Engineering, Computer Science & Engineering   *9.1/10 CGPA*

Work Experience

Nutrivo   **Jul 2022 - Present**
UX/UI Design Intern   *Colorado, USA*

- Established a cohesive visual guideline across all product lines through systematic refinement of the design system; improved team collaboration with clearer documentation that reduced misalignment issues by an estimated 30%.
- Enhanced accessibility by ensuring compliance with WCAG 2.2 accessability standards through 20+ rounds of audits and design improvements.
- Led 5 User Acceptance testing(UAT) tests, uncovering 15+ product insights implemented by the team and ensure design meets the end-user's needs and organization's goals.
- Spearheaded efforts in creating visually appealing prototypes which led to an expedited validation cycle through three rounds of UAT testing conducted within two weeks that uncovered critical product adjustments needed before launch.

Tokskill Learn   **Nov 2022 - May 2023**
Product Designer   *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 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 reviews resulting in an 11% decrease in bounce rate and 20% more user engagement of the website.

Alltrails Link   **Feb 2024 - Apr 2024**

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

AngryBovine : Ellumination Link   **Aug 2023 - Dec 2023**

- Primary research/Usability Testing: Conducted primary research and usability testing for sustainability campaigns that mapped combustion vehicle models to zero-emission alternatives, leading to the development of a database achieving 95% accuracy on items and pricing.
- Design System and Branding: Owned and spearheaded the development and deployment of three different design systems for the client's platform, enhancing accessibility of visuals by 35%, and creating wireframes for new user behavior using feedback.

Skills and Tools

Skills: Product Design, 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, Design Review,React, Typography, Color theory, Animation.

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

Business: Design Strategy, Data Analysis, Business requirement, Customer service, Value Proposition, Design rationale,Cognitive Science, Product Analysis, Scrum, Design sprints, Design Deliverables.

Certifications and Scholarships

- **ATLAS professional MS scholarship**: 2x Academic Excellence (Aug 2023 - May 2025)
- **CirfinCreate Hackathon** :1st place - Civic Achievement with cash prize (Sep 2024)

Volunteer Experience

- **Aashman Foundation**: User Interface Design for Milk bank campaign (Jul 2022 - Oct 2022)