

Sarun K Ramachandran

User Experience designer and Researcher

Education

M.Des., Universal Design

National Institute of Design (2016-18)
Bangalore.

B.E., Computer Science

Kumaraguru College of Technology (2010-14),
Coimbatore.

Experience

Shuttl

JUL 2018 - JAN 2019

User Experience Research and Design - Intern

Shuttl is an award-winning new age shared mobility service that helps in everyday office commute. My role was to understand consumer pain points and enhance the pickup and drop experience. Also conducted research studies and worked on designing for driver experience and food delivery inside the bus.

UitoUx Solutions

SEP 2015 - JUN 2016

Product Design and Brand Design

UitoUx Solutions is a new-age digital product development firm with a focus on consumer experience and faster delivery. I worked closely with tech-head to conceptualize and design various digital products for their clients.

Synctag

JUL 2014 - FEB 2015

Brand Design and User Interface Design

Synctag is a unique aggregator that brings email, social, media, content networks with AI analytics in a single platform. As a fresher, I started by designing for Synctag's marketing team and business needs. Later I collaborated with the product team to design user interfaces for their aggregator platform.

OTHER PROJECTS

Scribe

Product design

A Y-Combinator funded sales product startup. I was commissioned to design their consumer platform.

Jamculture

User Experience design

An Entertainment Startup connects which artists and music enthusiasts.

Lumbertome

Product Design and Research

A Platform to connect local artisans and craft buyers. Also Conducted field study around rural Tamilnadu for product and business needs.

Design Interests

Inclusive Design, Design for Emerging markets, Behavioural Design, Service Design , Design Strategy , Branding , Ethnography study and Photography.

Awards and Responsibilities

KCT Achievers Award

Best Outgoing Student
Under Leadership and Volunteering

YUGAM'14

Brand Design Head and Marketing

Namma Cafe

Student Startup - CoFounder

Contact

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