Smrithi Dharmarajan
Product Designer

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Experience

Senior Product Designer / Ripl
Jan 2020 - Present, Seattle

Led the design of the Ripl app, a SaaS startup that enables small businesses to create and manage their social media marketing. Created the style guide, visual language, accessibility standards. Identified and validated user pain points via testing and research. Boosted trial attach by 11% and conversion by 7% in 6 months as a result of new onboarding and launching collections. Managed complex workflows and new partner integrations. Developed wireframes, user flows, and hi-fid prototypes in Figma. Partnered with product and engineering team leads to deliver high-performance design execution across iOS, Android, Web.

Lead Product Designer / Mia (Project)
Sept 2021 - Present, Remote

Owned end to end design of an incubator project in the women's healthcare space for people in Menopause. Took the product from 0-1 with market fit research, patient interviews, brand design and developed the final prototype for the app. Currently, co-founder is pitching to investors.

Senior UX Designer / MRM McCann
Jan 2018 - Jan 2020, Detroit

Created and evolved design systems consisting of frameworks, components and UI pattern libraries by identifying key user needs and the right solutions. Clients: Coca-Cola, GM, Verizon, & BASF. Focus: native app design, responsive web, & e-commerce. Delivered wireframes and hi-fid prototypes in an agile environment. Presented design rationale backed by user research and market standards. Collaborated with product, creative directors, program, & developers.

Product Designer / DoubleVerify
Jan 2016 - Sept 2017, New York City

Designed the advertising data analytics platform and campaign management tool. Designed the dashboard to show 200 reporting metrics, 30 predefined reports, and 50 benchmark filters. Managed the product from concept to implementation

Education

University of Michigan
Informatics, Human Computer Interaction BS / 2014

NYU
Digital Marketing
Adv Diploma / 2017

Skills

Design: UX Design, Interaction Design, Wireframes, Information Architecture, Rapid Prototypes, Style Guides, Strategy, Branding

Research: User Flows, Market Research, Heuristic Evaluation, Persona Creation, Product Testing, Cognitive Walkthrough, Accessibility, Data Analysis

Collaboration: Lead design presentation and critique, Organize product workshops, Cross team collaborator, Ability to pivot

Tools of choice: Figma, Axure, Adobe CC, Invision, Sketch

using SCRUM. Architected the design for automated workflows and machine learning.

UX technologist / Dow
Jun 2014 - Dec 2015, Philadelphia

Managed UX initiatives from requirements to go-live for enterprise products. Created sketches, wireframes, & mock-ups of page layouts. Managed testing and performed usability evaluations on various IT applications.

User Experience Intern / GE
Jan 2014 - Apr 2014, Detroit

Delivered a redesign of the global GE Helpdesk design used by 500k customers. Developed a usability evaluation report against industry standards. Gathered user feedback and leveraged it in the design process. Created a bootstrap prototype of the proposed solution.

User Research Intern / Ford
Jun 2013 - Sept 2013, Detroit

Analyzed and delivered recommendations based on customer data for the Voice of Customer project. Collaborated with creative partners to leverage IT architecture solutions. Presented findings to the leadership team.

Interests

Scuba diving, PNW hikes, studio cycling, avid listener of crime podcasts

Volunteer: Moms Demand Action (public safety movement combatting gun violence