

AMRITA RAMDAS

PRODUCT DESIGNER

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A UI/UX Designer about 2+ years of experience specializing in user-centered design and Agile methodology. I have a proven track record of creating beautiful, intuitive interfaces that are user-friendly, accessible and aesthetically pleasing.

Skills

- Figma
- Adobe XD
- Wireframe
- Prototyping
- Wireframe.cc
- Jira, Confluence
- User Journey/Persona
- Competitor Analysis
- Mind/Empathy Mapping
- User Research
- Visual Design
- AI Tools(Magician)
- Google Analytics
- Micro-interactions
- HTML/CSS(basics)

Portfolio

www.amritaramdas.com

Certifications

Figma UI/UX Design

Nov 2023 ~ Feb 2024

Google UX Design Professional Certificate(Perusing)

May 2025 ~

Experience

Product Designer

GreenAds Global | May 2023 - Present

- Led the design and development of intuitive, user-friendly interfaces for **Kalyan Jewellers** and **Bhima Jewellers**, significantly enhancing customer experience and engagement across their digital platforms.
- Created **wireframes**, **prototypes**, and high-fidelity designs to effectively communicate design concepts and solutions to stakeholders.
- Developed and maintained a comprehensive **design system**, ensuring consistency and efficiency across all design projects.
- Conducted **A/B testing** to evaluate design variations, leading to data-driven decisions that improved user engagement and conversion rates.
- Designed and implemented a dark mode interface, providing users with a visually comfortable alternative and improving accessibility.
- Collaborated within an **Agile** environment, participating in sprint planning and iterative design processes to deliver timely and effective solutions
- Key contributor to product design at GreenAds Global, which was honored as **Google's** RCS Messaging Innovation Champion of the Year 2024, **awarded** for excellence in UI/UX
- Designed UI using **WCAG** 2.1 guidelines to ensure accessibility and usability for all user.

Education

B.Sc. Mathematics (2013-2016, Calicut university)

M.Sc. Mathematics (2016-2018, Calicut university)

B.Ed. Mathematics (2020-2022, Calicut university)