

# Supritha Ramesh

UX DESIGNER

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Senior UX Designer & Researcher with **3+ years** of experience spanning B2B SaaS, AIoT, civic tech, and client-facing freelance work. Expert at transforming complex systems into intuitive, user-centered products backed by mixed-methods research. Currently practicing **AI-assisted design and vibe coding** — using Claude, v0, and Cursor to prototype live in the browser and ship faster without traditional handoff bottlenecks. M.S. Human-Centered Design, Pace University (GPA 3.8).

**3+**

Years UX Experience

**25+**

Products Shipped

**3.8**

MS GPA, Pace Univ.

**6 hrs**

AI Prototype Cycle

## PROFESSIONAL EXPERIENCE

### UX Design Analyst

Nov 2025 – Present

[TinkerBlox](#) | Remote

- Own end-to-end UX for **AIoT and Edge-AI product suite**, translating complex infrastructure concepts into enterprise-ready user experiences.
- Reduced stakeholder review cycles by **40%** by introducing AI-assisted rapid prototyping with **v0 and Figma Dev Mode**, cutting hi-fi deliverable time from 5 days to under 1 day.
- Managed design versioning and PR reviews via **GitHub**; filed Figma-linked issues in eng repos, reducing design-to-dev miscommunication by **35%**.
- Produced motion-based product explainer videos using **Runway ML**, supporting GTM launches and sales enablement decks.
- Coordinated cross-functional sprint workflows through **Slack and Jira**, maintaining 100% on-time delivery across 3 concurrent workstreams.

### UX Designer — Civic Tech Volunteer

Sep 2025 – Present

[Hack for LA](#) | Remote

- Contributed UX design to the **TDM (Transportation Demand Management) Calculator** — a civic tool that helps developers and city planners assess transportation impact for building projects in Los Angeles.
- Designed and iterated wireframes and high-fidelity screens in **Figma** for complex data-input flows, making dense policy-driven requirements easier to navigate for non-technical users.
- Participated in usability reviews and team critiques, incorporating feedback to improve form clarity and overall flow usability.
- Collaborated asynchronously with a distributed volunteer team using **GitHub, Slack, and Discord**, following open-source contribution workflows including PR reviews and issue tracking.

### UX Designer

Jan 2025 – May 2025

[CX By Design](#) | New York, NY

- Built low- and high-fidelity wireframes for 4 client products, raising client satisfaction scores by **22%**.
- Ran A/B tests on landing page variants, improving CTR by **18%** and session duration by **7%** via Google Analytics and Hotjar.
- Managed design handoff documentation in **Jira and Confluence**, ensuring full traceability of all design decisions.
- Used AI-assisted prototyping tools to accelerate visual exploration, cutting sprint cycle time by 40%.

## UX Design Intern

Sep 2024 – Aug 2025

TinkerBlox | Remote

- Designed and launched the **marketing and product website for TinkerBlox's AI IoT platform**, translating complex edge-AI concepts into clear, visually compelling user-facing experiences.
- Produced a series of **motion-based product explainer videos** showcasing platform capabilities, performance benchmarks, and key differentiators — used directly in sales and GTM campaigns.
- Collaborated with engineering and product teams to accurately represent technical AIoT features through UX storytelling, diagrams, and visual narratives.
- Applied **Hotjar heatmap insights** to optimize landing page layouts, improving user engagement and conversion rates post-launch.

## FREELANCE EXPERIENCE

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### Freelance UX Designer

Jan 2021 – Jul 2023

Self-employed | Remote & Bangalore, India

Alongside B.E. undergraduate studies at Bangalore Institute of Technology

- Delivered end-to-end UX design for **5 clients** across e-commerce, local services, and edtech — from user research and wireframing through to final UI handoff.
- Designed and iterated high-fidelity prototypes in **Figma and Adobe XD**, reducing client revision rounds by 35% through structured feedback workshops.
- Conducted user interviews, usability tests, and competitor analyses, shaping core navigation and feature prioritization for 3 product launches.
- Delivered responsive web UI specs using **HTML and CSS** alongside design files, reducing engineering clarification queries by 40%.

## VIBE CODING EXPERIENCE

### AI-Assisted Designer & Vibe Coder

Present

Independent Practice | Ongoing

- Prototype directly in the browser using **Cursor IDE** to write natural-language prompts to generate working HTML/CSS/JS UI components, skipping static mockup phases and enabling real browser-based user testing **3x faster** than traditional Figma handoffs.
- Use **v0 by Vercel** to scaffold full React component layouts from text descriptions then refine in Figma, compressing design-to-dev cycles from days to under a day.
- Leverage **Claude** for UX writing, microcopy iteration, research synthesis, and generating user flow variations reducing content iteration rounds by **50%**.
- Use **GitHub Copilot** within Cursor to co-write accessibility-compliant component code, catching WCAG issues before they reach engineering.

## TECHNICAL SKILLS

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**AI-Powered Design:** Claude · ChatGPT · Midjourney · Runway ML · Uizard

**Design & Prototyping:** Figma · Adobe Illustrator · Sketch · InVision · Miro / FigJam · Maze

**Research Methods:** Usability Testing · User Interviews · A/B Testing · Card Sorting · Heuristic Evaluation · Heatmaps · Diary Studies · Surveys

**Competencies:** Design Systems · Information Architecture · Interaction Design · Vibe Coding · AI-Assisted Prototyping · Stakeholder Management

## EDUCATION

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### M.S. Human Centered Design

2023 – 2025 | GPA: 3.8/4.0

Pace University, Seidenberg School of Computer Science | New York, NY

### B.E. Electronics & Communication Engineering

2019 – 2023 | GPA: 7.39/10

Bangalore Institute of Technology | Bangalore, India