



Keerthana Ravikumar

Product Designer



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Location

New York, NY

Socials



LinkedIn

[keerthana-ravikumar-design](#)



Medium

[@keerthana.ravikumar](#)



GitHub

[@keerthana99rk](#)

Education



Masters in Science, Computer Science

New York University



Bachelors of technology, Software engineering

SRM Institute of Science and Technology

Skills



User Interviews

User Research

Heuristic Evaluation

A/B Testing

Contextual Inquiry

Data Analysis

Journey Mapping

Storyboarding



Wireframing

Prototyping

Information Architecture

Design Systems

Visual Design

Interaction Design

Figma

Adobe creative cloud



HTML5

Javascript

CSS/SASS

React

Angular

Angular Material

MUI

Git

Data visualization

Docker

Data engineering

Work Experience

Feb 24 - Present New York, NY



Senior Product Designer

CANVS Street Art

- Owned the end-to-end design of the CANVS web app, leading initiatives across dashboard development, frictionless onboarding, and design system authoring.
- Built a scalable design system from scratch, improving component reuse and enabling faster prototyping for cross-platform expansion.
- Reduced design-to-dev time by 2 months by translating wireframes into React modules for an organizer dashboard, streamlining the tour creation process.
- Authored and maintained system documentation to ensure consistency and accessibility standards, reducing QA cycles by 25%.

Feb 24 - Present New York, NY



Product designer
Mean Genius

- Increased partnerships by 32% by redesigning the health department's web app to better promote and empower local organizations focused on community health.
- Connected residents to 500+ partners and 1,200+ events by designing and launching a public health web app in under 4 weeks, accelerating access to local wellness resources.
- Drove a 25K increase in monthly active users by redefining the information architecture and content outline to provide residents access to public and community health services.

Jun 20 - Jul 21 Mumbai, IN



UX designer
IKS health

- Spearheaded the end-to-end product development of patient vital records systems, impacting 8000+ hospitals and improving the overall user onboarding experience.
- Enhanced design systems and component libraries, ensuring consistency and improved prototyping efficiency for future product iterations.

Jan 20 - Mar 20 Kerala, IN



Frontend developer intern
Nissan Motors

- Engineered front-end modules for a car loan web app using Angular, RxJS, and observables, boosting data handling efficiency and improving user experience with seamless quote retrieval.
- Implemented responsive designs for three sales websites using Sass, Flexbox, Grids, Bootstrap, and Angular Material, leading to a 46% increase in mobile and tablet traffic.

Latest projects

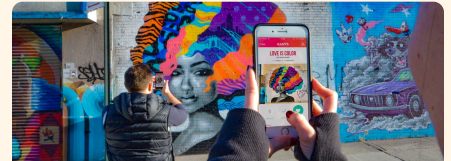


HealthierJC

Jersey city department of health and human services



www.krdesigns.live/healthier-jersey-city



CANVS Street Art

A platform to document, share and explore street art as a community



www.krdesigns.live/canvs

Leadership



Design For America

Studio Leadership Fellow

Jun 2023 - Mar 2024

- Grew studio membership by 15% in one quarter by **mentoring teams at MIT, Yale, and other DFA chapters.**
- Guided new studio leads on **role allocation across 65+ projects**, improving deliverables and partnerships.



Design For America
NYU

President

Aug 2021 - May 2023

- Revived a dormant DFA studio, recruiting **40+ members and launching 3 design projects** in 3 months.
- Conducted **research on NYU health services** via interviews and surveys to uncover key gaps in user experience