Swathi Ram

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Mixed- Methods UX Researcher with 2+ years of experience translating human behavior into design requirements for complex systems. Experienced in workflow analysis, accessibility research, and user-centered design across healthcare, fintech, and AI products.

WORK EXPERIENCE

Incluya - AI Fintech   June 2025-Present
UX Researcher
- Leading **end-to-end research** for AI fintech startup from MVP through beta launch, delivering product requirements document that drives product strategy and feature development
- Achieved **70% user satisfaction** and **62.5% positive adoption** intent among beta users through developing **20+ AI system prompts**, redesigning intake flows, and iterating key features through product testing
- Identified **4 barriers** to continued use by conducting closed-beta research with **30+ users** through **13 interviews**, **4 surveys**, and quantitative behavioral data analysis, redefining user journey and key features

Zemplee - AI Health Tech   June 2024-August 2024
UX Research Intern
- Improved nurse workflow efficiency by leading usability initiative at AI health tech startup, increasing patient care time
- Identified **120+ accessibility issues** through self-proposed accessibility audit approved by CEO and collaborated directly with developers to implement fixes and establish product-wide standards
- Discovered **3 key barriers** affecting platform efficiency through user metric analysis, interviews, usability testing with **12 users**
- Achieved **45% reduction in task time** (17 to 8 clicks) through workflow redesign, returning significant time to daily patient care

Ferritiva, Inc. - Biotech   May 2022-December 2022
UX Researcher
- **Established UX research practice** at VC-backed biotech startup developing an accessible iron deficiency screening tool
- Developed 3 user personas and drove market expansion through customer discovery with **46 structured interviews**
- **Redesigned brand identity informed** by healthcare branding research and user insights, creating energy-focused visual strategy
- Developed investor presentation materials trusted to represent company vision for outreach and stakeholder communications

Georgia Institute of Technology   August 2023-May 2025
Graduate Teaching Assistant – HCI Research Methods, Computing Ethics
- Mentored **20+ graduate students** through end-to-end UX research projects from user discovery to prototype testing
- Facilitated ethics-focused discussions with **60+ engineering students** on AI technology implications and societal impact

PROJECT EXPERIENCE

Meadow: Holistic Health for Postpartum Mothers   September 2024-April 2025
- Informed product development for Atlanta-based maternal health NGO through analysis of **60+ academic papers**, online community research, competitive analysis, and SME interviews
- Achieved **87.5% user validation rate** (7/8 postpartum mothers), leading research cycle with target users and 3 clinical experts
- Created **3-flow app architecture** addressing **65-80% of digitally accessible postpartum needs** for low-SES mothers through emotional awareness, task delegation, and healthcare guidance

Enhancing Slack Accessibility for Neurodivergent Users   August 2023-December 2023
- Identified **8 accessibility design principles** for Slack through research with **10+ neurodivergent users** and **5 accessibility product experts** using interviews, contextual inquiry, and heuristic evaluation
- Achieved **88% task success rate** (22/25 tasks) in usability testing, demonstrating effectiveness of research-informed prototype
- Gained recognition from **Slack VP of Design** and **UX Director** who expressed interest in further discussion, with findings validated by Slack's subsequent productivity-focused update

SKILLS

- **Research**: User Personas, User Interviews, Heuristic Evaluation, Cognitive Walkthrough, Contextual Inquiry, Usability Testing, Workflow & Task Analysis, A/B Testing, Survey Design, Statistical Analysis, Concept Testing, Stakeholder Communication
- **Design**: Information Architecture, Wireframing, Prototyping, Storyboarding, Visual Design, Concept Development
- **Tools**: R, SQL, Python, Tableau, Figma, Adobe Creative Suite, Miro, Qualtrics, UserTesting, Maze, Lyssna, Lookback, Optimal Workshop, Dovetail, Survey Monkey, Google Analytics, Hotjar, GitHub

EDUCATION

Georgia Institute of Technology   Atlanta, GA
Master of Science in Human Computer Interaction (GPA: 3.9)   August 2023-May 2025
University of Illinois at Urbana-Champaign, James Scholar Honors   Champaign, IL
Bachelor of Science in Computer Science and Philosophy (GPA: 3.9)   August 2019-December 2022