

# Swathi Ram

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Mixed-methods UX Researcher using curiosity as a catalyst to bridge human needs and digital possibilities. Skilled at navigating ambiguous problem spaces to deliver actionable insights and drive product strategy in for AI and innovative technology.

## WORK EXPERIENCE

### Incluya - AI Fintech

June 2025-Present

#### UX Researcher

- Leading **end-to-end research** for AI fintech platform from MVP through beta launch, aligning research with business goals and driving product strategy and development
- Achieved **85% user satisfaction** and **70% 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, and ethnographic research, redefining user journey

### Zemplee - AI Health Tech

June 2024-August 2024

#### UX Research Intern

- Led usability initiative for **B2B/B2C healthcare platform** used by hospital system, improving complex workflows for nurses
- Identified **120+ accessibility issues** through self-proposed accessibility audit approved by CEO and collaborated directly with product management and developers to implement fixes and establish company-wide standards
- Discovered **3 key barriers** affecting platform efficiency through remote usability testing, user interviews, contextual inquiry, and iterative testing with 12 users, identifying workflow pain points
- 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

- Led end-to-end** at VC-backed consumer health startup developing an accessible medical screening tool
- Drove product strategy and market expansion through conducting **46 in-depth interviews** and field studies
- Redesigned brand identity informed** by healthcare branding research and user insights, creating energy-focused visual strategy
- Presented **actionable insights** to **multidisciplinary teams** including engineering, product, medical professionals, and stakeholders

### 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** including concept testing and usability studies
- Facilitated **40+ AI and technology discussions** focused on ethics and societal impact for 60+ engineering students

## 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 concept validation testing and semi-structured interviews 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

## SKILLS

- Research:** Qualitative Research, Quantitative Research, User Interviews, Contextual Inquiry, Ethnography, Field Studies, Participatory Workshops, Usability Testing, Surveys, Logs Analysis, Statistical Analysis, Regression Analysis, Concept Testing, Diary Studies, Journey Mapping
- Design:** Information Architecture, Wireframing, Prototyping, Storyboarding, Visual Design, Concept Development, Brand Design
- Tools:** R, SQL, Python, Tableau, Figma, Figjam, Adobe Creative Suite, Miro, Google Analytics, Qualtrics, UserTesting, Maze, Lyssna, Lookback, Optimal Workshop, Dovetail, Survey Monkey, 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