

Swathi Ram

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Mixed-methods UX Researcher using curiosity as a catalyst to bridge human needs and inform digital experiences. Skilled at navigating ambiguous problem spaces to deliver actionable insights and drive product strategy 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**, quantitative behavioral **data analysis**, and **ethnographic research**

Zemplee - AI Health Tech

June 2024-August 2024

UX Research Intern

- Led usability initiative for **B2B and 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 and development team 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
- 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 **comprehensive research and design** at a VC-backed biotech 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 **full-cycle UX research projects** from concept development to usability testing
- 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