

GAYATHRI MUTHURAMAN

UX Designer • Washington DC

EXPERIENCE

UX Designer / Capital One

Aug 2024 – Present

- Enabled implementation of a unified communications ecosystem for digital banking experiences solving for operational inefficiencies
- Served as a design lead for 6 key features & 4 experience flows, enabling retirement of a legacy tool & eliminating UTEP risk & reduction of handle time for 1000+ associates
- Drove the migration of teller resources by serving as a service & product designer to reduce operational risk & OPEX by \$3.2M

Design Development Intern / Capital One

June 2023 – August 2023

- Lead internal project creating user-centered digital promotional card experience from concept to implementation, applying human-centered design principles
- Demonstrated creativity through ideation, wireframing, and prototyping while presenting compelling design narratives to diverse audiences

UX Design Apprentice / The Inclusive Group

August 2022 – October 2022

- Created artifacts such as: storyboards, journey maps, user flow charts and customer experience diagrams, personas, low fidelity prototypes, and high fidelity prototypes
- Explored the product vision with the client, and helped the research team form research goals for the project and carried them out

UX Design Intern / YellowTin

May 2022 – July 2022

- Conducted a series of user interviews, testing, and heuristic evaluations to perfect user experience
- Implemented user-centered design practices in desktop and mobile designs for user dashboard and onboarding features
- Analyzed user behavior through customer journeys and behavior flows through Google Analytics & Hotjar in to propose data-driven suggestions to CFO and PM

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EDUCATION

Global Affairs BA

George Mason University

UX/UI Design

CareerFoundry

SKILLS

Human Centered Design

Prototyping

Usability Testing

Service Design

Information Architecture

Visual Design

UX Research

Systems-thinking

People Management

TOOLS

Figma

Illustrator

Adobe Creative Suite

InDesign

Photoshop

Invision

Hotjar

Google Analytics

AWARDS

Dean's List

George Mason University

Women in Tech Scholarship

CareerFoundry