

# Ravikumar Arumugam

<https://ravikumararumugam.com>

[Ravikumar.a0726@gmail.com](mailto:Ravikumar.a0726@gmail.com)

+1 408.410.5356

Portfolio: <https://tinyurl.com/ssjakdx>

<https://www.linkedin.com/in/rk-ux>

## EDUCATION

### Bachelor of Engineering

Madras university  
1997 – 2001, Tamil Nadu, India

### Professional in Multimedia (PIM)

Arena Multimedia Institute  
2002 – 2003, Tamil Nadu, India

## DESIGN PATENT

### eBay - Tablet Web Browsing

A first non-textual input of the non-textual navigation sequence that indicates a selection of a category is received from the mobile device.

<https://patents.google.com/patent/CA2847063A1/en>

<https://patents.justia.com/patent/20130227441>

## DESIGN SKILLS

Product Design  
User Experience  
Heuristic Analysis  
Competitive Analysis  
Quantitative Research  
Data Analysis/Visualization  
User Journey  
User and Task Flow  
Rapid Prototyping  
A/B Testing  
Visual Design  
Usability Testing  
Design System

## DESIGN TOOLS

Figma  
Sketch  
Adobe XD  
LucidChart  
Axure Pro  
InVision Studio  
Zeplin  
UxPin  
Miro  
Adobe Photoshop  
Adobe Illustrator  
Adobe InDesign  
Adobe Fireworks  
Keynote

## WORK EXPERIENCE

Seasoned Product and UX/UI designer, I shipped many complex design projects successfully as a Lead, team member, or individual contributor by partnering and collaborating with multi-disciplinary team members including the stakeholders, product owners, project managers, researchers, functional SMEs, domain experts, BA, dev lead and engineers.

Very strong in project management, data visualization, and user-centric design thinking process. My focus and drive are around identifying and solving real problems while creating simple, engaging, and delightful user experiences.

## PROJECTS

### Lead Product Designer | Walmart | July 2023 - Present | Remote (Austin, TX)

Currently partnering with Walmart SRE post-purchase team to redesign their SRE unified observability enterprise application. Also partnered with the managed operation portal team to design mobile applications for iOS and Android.

### Senior Product Designer | Zulily | Nov 2021 - Jun 2023 | Remote (Austin, TX)

In Zulily, Managed in-house and user-based design projects by partnership with multiple squads like Member Vendor Portal (MVP), Event & Inventory Analyzer (EA), and Influencer Portal (IP) squads for redesigning enterprise applications, Portals, and in-house features. Reduced new vendor onboarding cost by 60% by implementing automation processes.

### Senior UX Designer | Flexton Inc | Mar 2020 - Nov 2021 | Remote (Fremont, CA)

**Groupon** - Partnered with 3PIP (Third-party inventory Platform) team to design platform called "GrouponConnect". To achieve this we are designing three major web applications called Partner Portal, API Integration Portal and Partner Simulator. Its new way of onboard vendor and upload their products.

**Walmart** - Partnered with Walmart's eCommerce team to build their Global Data Portal (GDP) finance enterprise dashboard and mobile native applications for both iOS and Android by leading overall UX strategy, and collaborating with business users, product managers, data lake team, and tech engineers in a fast phased agile environment.

### Manager - UX Projects | Cognizant Technology Solutions | Dec 2009 - Feb 2020 | SF Bay

**Groupon** - Partnered with Groupon with Merchant Gateway team and led product design strategies and shipped intuitive user interface experience in multiple projects like Merchant Gateway self-service onboarding system, Vendor Dashboard, fulfillment's, Purchase Order(PO) cutting Tool, and Post MSAT user survey tool.

**Gilead** - Led a small design team (Offshore) and crafted customer center design solutions for Gilead's mobile apps (G-Mobile, G-Dose, and G-Approval) and Intranet-based web portals (GNet, GShare, and GSearch). Created a new design system for both mobile and Web with an advanced design system.

**Wells Fargo** - As a senior designer, Successfully executed a user-centered design process and delivered the Wells Fargo API Developer portal system includes a simplified business-to-business onboarding concept and advanced API categorization with modern user interfaces and features.

**Humana** - Key design contributor for Humana's clinical exchange guidance (CGX 20) design project with a fast-paced agile environment. Led design strategies and Improved product experience, and design systems and reduced overall processing time for members' eligibility, claims, authorization, and health assessment pages with version history and comparison features.

**Care First BCBS** - Led design efforts by collaborating with peers, product owners, business analysts, and engineers and crafted an intuitive user interface with all new features that help brokers to view, and analyze all the data in a single place, and do necessary action promptly with advance notifications.

**Health Enterprise (MMIS) Portal - Multi-state (NJ, NY, ND, MT, NH, AK, and NE)**: Led design strategies and 5 members of the design team (Onsite/offshore) at every stage of the design process. Partnered with federal and state teams and made sure followed all state HIPPA-related rules during the design process. Our team reduced end-users eligibility, pre-authorization, and post-claims processing times 72%.

**Xerox - Nevada Health Exchange**: As a senior designer, I improved overall member eligibility, insurance view/compare plans, selection, and user authorization/payment processing flows. Engaged with functional domain experts to achieve all healthcare-related state and federal HIPAA and accessibility 508 compliances.

**eBay** - Designed native tablet applications and a safari-based eBay tablet website with advanced UI responsive frameworks. Improved eBay sales from 32% to 68% from tablet web browsers like Chrome and Safari.

**Offshore (India)** - I had the opportunity to work with many small and large projects web portals and mobile application projects like The Hartford, Abbott GPRD portal, Norton Thread map, and Lowes Store manager mobile App.

### Creative Lead | TringApps Inc | Feb 2009 - Dec 2009 | Chennai, India

Led small team of designers and successfully grafted and shipped mobile apps like HBO Max Go, AP News, Time, US News, Flynn, and many more.