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Kirti Devi Ram
Product Designer
UX + VISUAL + DESIGN

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ABOUT ME

- 16 years of UX/UI experience with a BSc design degree
- Extensive experience in a highly pressurised, incredibly fast-paced environment, with tight deadlines
- Focus on 'User/business goals approach' and 'User-centred design'
- Extensive Visual design experience with coding background
- Enthusiastic, self-sufficient and collaborative, always keen to broaden skills and adapt

EXPERIENCE

Senior Product designer | Cazoo

Jan 2023 - current

- Currently part of the **growth team** looking at redefining the Cazoo retail journey. Lead designer in successfully delivering multiple end-to-end projects focused on company OKRs.
- Part of the core team in defining the retail strategy and roadmap for 2024 to improve the customer experience and increase conversion
- Hugely involved in improving the processes for CS agents by providing self-serve customer digital tools for the customers
- Work closely with the product teams and bring individuals together in design sprints, workshops and ideation sessions to align on problem and solution space
- Applying user research methods (qualitative and quantitive) and testing hypotheses to validate design decisions. Hands-on approach to provide solutions through concepts and prototypes for early testing and feedback
- Adopting build, measure, learn for iterative design approach and always considering both user and business needs
- Design/maintain UI components, design system and prototype Figma journeys
- Collaborate with designers, stakeholders and teams across the business
- Support content and other designers to up-skill in Figma and be a design coach. Run crit sessions for the team.

KEY PROJECTS

- **Retail strategy v2.0** (ongoing)
- **Vehicle quality issue reporting tool** (2023)
- **Favourites via sign up** (2023)
- **EE Checkout journey** (2022)
- **Black Friday campaign** (2021)
- **Base comms optimisation** (2021)
- **EE 5G Launch** (2019)
- **Apple/EE partnership** (2017)
- **EE Styleguide work** (2017)

Product designer | BT/EE

Jan 2017 - Jan 2023

- PD in several squads including the Service design team. Hugely involved in designing and enhancing the EE customer 'checkout journey'
- Acted as a lead designer in major projects at EE i.e. Redesigning help project, EE and apple partnership, Homepage redesign, 5G launch, EE styleguide launch and yearly sales campaigns
- Used user research methods to validate design decisions along with considering data insights
- Designed UI components, interactions and prototype Figma journeys
- Worked jointly with the content designer and other teams to align and improve UX i.e. User Research, dev teams, SEO, accessibility, Analytics and brand

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EXPERIENCE

Senior digital designer/Front end developer | Bauer Media

Jan 2013 - Dec 2016

- Design lead responsible for the responsive design & front end build of multi-platform digital campaigns ensuring a smooth user journey and rigorously testing across browsers and devices
- Carried out ideation, brainstorming and research for a better customer experience
- Collaborated with senior figures and stakeholders
- Line manager/mentor to a junior designer

SKILLS

Design | Adobe CC • Figma • Sketch • Invision • Mural • Miro • Webflow

Coding | HTML / CSS • SASS • Brackets • Javascript

UX/UI | Research • Prototyping • Wireframing • Storyboarding • Design thinking • UI

Strategy | Future opportunities and roadmap • Mentoring

EDUCATION

BSc (Hons) Multimedia Tech & Design (First Class)
Brunel University
2002 - 2006

AVCE Advanced IT (AA)
West Thames College
2000 - 2002

GNVQ IT (Distinction)
West Thames College
1999- 2000

GCSE English & Maths (C)
West Thames College
1999- 2002

STRENGTHS

Passion for design

UX/UI

Teamplayer

Customer centric

Self learner

Motivated

Responsive Design

Coder

Hard working

RECOGNITION

'Cazoodos' tech recognition award for running a successful design sprint
2023

'Brilliant' yearly Performance report
2018 | 2019

Award - Best Digital Campaign Legally Blonde Musical
aka | 2009

Nomination for Best Digital campaign
tunnel228.com aka | 2000

Best Student of the year award
West Thames College 2002

LANGUAGES

English • Hindi • Punjabi

Full UK driving licence
References available on request