

RAMESH SOMA

Lead UX/UI Designer & Developer

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Summary:

I'm a **Lead UX/UI Designer with 10 years of experience** creating intuitive, user-centered designs for enterprise-level applications. I specialize in transforming complex interface requirements into visually appealing and highly functional designs across both web and mobile platforms. Throughout my career, I've taken ownership of complete product design lifecycle, from initial research and concept through to final delivery. I thrive in cross-functional Agile teams, where I contribute to iterative development and continuous improvement of digital products.

Some key accomplishments and experiences that I would bring to the job include:

- Experience in wireframe/mock flows for mobile, tablet, and web. Including building **wireframe prototypes and annotated layouts**.
- Expertise in **Figma, Adobe XD, Sketch, Illustrator, and Photoshop**.
- Expertise in using research insights to enhance user experiences on all device platforms.
- Proficient in web accessibility principles and standards like **WCAG 2.1** and ability to work with User **Accessibility ADA** compliance and **Section 508**.
- Strong advocate for inclusive design and creating accessible user interfaces that are usable by everyone, including those with disabilities.
- Working closely with product managers, developers, and stakeholders to ensure user-centered design outcomes.
- Experience developing **User Persona and Use-Case Scenarios, Storyboarding, User flows, and Sitemaps**.
- Good understanding of UX patterns and LEAN UX Canvas.
- Strong Experience in Visual designing and Graphic designing.
- Experience in Usability Testing Methodologies like Think-aloud Protocol, Cognitive walkthrough, and Moderated & unmoderated testing.
- Experience with Error analysis techniques like **Root-cause Analysis, Task Analysis, GOMS, SWOT Analysis**, etc.
- Deep knowledge of **React, ES6, ASP.NET MVC, JavaScript, jQuery, HTML5, CSS3, Bootstrap**, and Sass to transform a high-level design into a functional application.
- Good knowledge of other features of Parsing techniques with **XML, JSON** file formats in Web services.
- Experience working in **Agile Methodology**, Waterfall, and Spiral Environments.
- Excellent oral, written, and verbal communication skills, as well as interpersonal skills.

Employment History:

Neumeric Technologies Corp.

April 2020 – Till date

Client: New York State Department of Health AIDS Institute.

April 2025 – Present

Project: GET! app.

Role: Lead UX/UI Designer and Developer

Environment: Figma, Miro, Dovetail, Maze, Photoshop, React Native, React, JavaScript, ES6, HTML, CSS.

- Conducted user research through interviews, and persona development to understand the goals and pain points of teens and young adults.
- Defined clear and engaging user flows to support learning resources, medication progress tracking, and gamified interactions.
- Built interactive high-fidelity prototypes in Figma to validate user flows and UI functionality through usability testing.
- Created a design system including branding, typography, color palette, iconography, and UI components to ensure visual consistency.
- Designed intuitive interfaces with accessibility in mind, following WCAG 2.1 guidelines to support all users.
- Maintain brand consistency across all design work.
- Considering the design strategy for front-end Accelerated Mobile Pages (AMP).
- Performing User Research, A/B Testing, and Persona Development.
- Converting Screens to frontend by using HTML, CSS (Tailwind), React, JavaScript.

Client: Region 4 Education, Houston TX

Aug 2024 – March 2025

Role: Lead UX/UI Designer and Developer

Environment: Figma, Userlytics, Photoshop, Illustrator, HTML5, CSS3, JavaScript, PHP, WordPress, MySQL, ADA, JAWS, Wave Tool.

- Improved user engagement, content discoverability, and service accessibility, positively influencing the organization's digital presence and operational efficiency in support of its \$50 million annual revenue model.
- Conducted User Research, stakeholder interviews, and Surveys and Create user personas and customer journey maps based on research.
- Restructured IA and UI patterns, allowing users to find training, services, and resources significantly faster, especially for high-traffic areas like educator certification and professional development.
- Worked closely with clients to understand their goals and design digital experiences aligned with their brand and vision.
- Created differentiated user flows for educators, students, and administrators, resulting in improved satisfaction scores and lower support requests.
- Conducted usability tests and analyzing results to refine and enhance the designs.
- Optimized user flows and simplified navigation to improve user task completion time.
- Created interactive prototypes to simulate and validate product functionality before development, resulting in faster product iterations.
- Redesigned an **e-commerce platform's website**, implementing better visual hierarchy and a simplified checkout process, leading to an increase in conversions.

- Ensured our platform was accessible to everyone by conducting detailed tests to meet ADA standards.
- Converted the approved wireframes to Frontend development by using WordPress, HTML, CSS, Webpack, and JavaScript.
- Regularly communicated design progress with internal teams and leadership, participating in stakeholder meetings and product discussions.

Client: Northwest Senior & Disability Services, Nebraska. (Remote).

Jan 2024 – July 2024

Role: Lead UX/UI Designer and Developer

Environment: Figma, Photoshop, Illustrator, HTML5, CSS3, JavaScript, PHP, WordPress, Elementor Page builder, MySQL, ADA, Wave Tool, AudioEye.

- Conducted user research to understand the needs of users, businesses, and internal stakeholders.
- Creating visually appealing and accessible UI designs that are easy to navigate is crucial, especially for a diverse group of users like seniors and adults with physical disabilities.
- Designing interfaces that meet WCAG (Web Content Accessibility Guidelines) standards, ensuring all users, regardless of ability, can interact or access the platform effectively.
- Performed usability testing on existing websites and gathered feedback to enhance the user experience.
- Analyzed existing user behavior and identified areas for improvement.
- Created wireframes, storyboards, and prototypes to illustrate design ideas.
- Ensuring interface alignment with ADA compliance.
- Collaborate with NWSDS stakeholders to ensure that the design aligns with the mission and goals of the agency, ensuring that the technology used is inclusive and accessible.
- Converting Wireframes to Frontend development by using WordPress, HTML, CSS, and JavaScript.
- Creating a website which is user and SEO Friendly
- Ensuring that UI design is flexible and responsive across various devices (such as desktops, tablets, and smartphones).
- I worked closely with developers to ensure the design was implemented as intended, helping to bridge the gap between design and development.
- I am often responsible for overseeing a team of junior and mid-level UX/UI designers, providing guidance, feedback, and support throughout the design process.
- Integrated Google Analytics and implemented a monitoring page to track bounce rate, aiming to improve website performance.

Client: University of Montevallo, Montevallo. (Remote).

July 2023 - Dec 2023

Role: Lead UX/UI Designer and Programmer.

Environment: Figma, HTML5, CSS3, JavaScript, PHP, MySQL, Wave Tool, JAWS.

- Conducting user research through interviews, surveys, and usability testing to understand the needs of Students.
- Producing high-quality UX design solutions through wireframes, visual and graphic designs, flow diagrams, storyboards, site maps, and prototypes.
- Developing interactive prototypes to validate design concepts and gather feedback from key stakeholders and users.
- Conducting usability testing to ensure that designs meet the needs of students and Trainers, addressing pain points in the user journey.

- Creating visually appealing UI designs that are user-friendly and aligned with UOM's mission, using a thoughtful approach to typography, color schemes, and iconography.
- Converting Wireframes to Frontend development by using HTML5, CSS, JavaScript, and jQuery.
- Validating the Frontend screens accurately converted and aligned with the Figma designs and branding.
- Delivered a fully ADA-compliant and WCAG 2.1 aligned user experience, expanding access to retirees and employees with disabilities ensuring compliance and promoting equitable digital service delivery.
- Developed adaptive web interfaces optimized for cross-device compatibility and accessibility.
- Provided consistent progress updates to stakeholders and cross-functional teams, facilitating meetings to ensure alignment and address project roadblocks.

Client: Utah Housing Corporation, Utah. (Remote).

Dec 2022 - Jun 2023

Role: Lead UX/UI Designer

Environment: Figma, Photoshop, Illustrator, HTML5, CSS3, JavaScript, PHP, MySQL, AWS, Wave Tool, AudioEye.

- Conducting user research through interviews, surveys, and usability testing to understand the needs of first-time homebuyers, developers, and other stakeholders.
- Producing high-quality UX design solutions through wireframes, visual and graphic designs, flow diagrams, storyboards, site maps, and prototypes.
- Developing interactive prototypes to validate design concepts and gather feedback from key stakeholders and users.
- Conducting usability testing to ensure that designs meet the needs of first-time homebuyers and developers, addressing pain points in the user journey.
- Creating visually appealing UI designs that are user-friendly and aligned with UHC's mission, using a thoughtful approach to typography, color schemes, and iconography.
- Converting Wireframes to Frontend development by using HTML5, CSS, JavaScript, and jQuery.
- Developed a front-end website by using WordPress. (Installing setup and required plugins).
- Ensuring the Website follows the practice of ADA compliance.
- Ensuring responsive design, ensuring UHC's platforms provide seamless experiences across devices, from desktop to mobile.

Client: State Department of Retirement Systems, WA. (Remote).

Mar 2021 – Oct 2021

Senior UX/UI Designer and Developer

Environment: Adobe XD, Photoshop, Illustrator, HTML5, CSS3, JavaScript, jQuery, PHP, MySQL, GIT, Wave Tool.

- Led the UX/UI design strategy for the digital transformation of the public retirement services portal, enhancing accessibility and usability for over 800,000 users including retirees, state employees, and HR professionals.
- Conducted user research, created personas, and mapped customer journeys to inform design decisions.
- Created scalable design systems and brand guidelines to maintain visual and functional consistency across web pages.
- Developed wireframes, high-fidelity prototypes, and interactive mockups using XD to streamline user interactions and decision-making.

- Ensured all digital components complied with ADA and WCAG 2.0 standards, tested accessibility using keyboard navigation and assistive tools.
- Created a scalable design system and UI component library aligned with government branding for use across platforms.
- Simplified complex pension-related data and workflows through clear visual hierarchy and UX writing best practices.
- Converted approved UI designs into clean, semantic, and accessible front-end code using HTML5, CSS3, JavaScript, and jQuery.
- Collaborated with developers and stakeholders in Agile sprints to deliver iterative enhancements and gather feedback for continuous improvement.
- Participated in stakeholder and team meetings to present design solutions, align project goals, and ensure user-centric decision-making.

Client: Bharat Electronics Limited, Bangalore, India.

Sep 2020 - Feb 2021

Lead UX/UI Designer and Developer

Environment: HTML5, CSS3, JavaScript, jQuery, PHP, WordPress, MySQL, GIT, Wave Tool, Ally – Web Accessibility & Usability, Security audit.

- Contributed to increased client engagement and streamlined product exploration, supporting a substantial growth in company revenue and investments, estimated at ₹1.76 lakh crore (\$2.18 billion USD).
- Redesigned and optimized BEL's digital product catalog and search interface, significantly improving discoverability and reducing search time for both internal teams and external clients.
- Reduced task completion times and system errors through simplified UX, leading to better productivity for employees across departments and quicker turnaround for defense procurement cycles.
- Conducted stakeholder interviews and user research to understand workflow requirements from technical teams and defense personnel.
- Created wireframes, low and high-fidelity prototypes, and user flows to simplify complex operational tasks.
- Translated approved designs into front-end code using HTML5, CSS3, JavaScript, and jQuery, ensuring smooth integration with legacy and modern systems.
- Implemented GIGW and WCAG 2.0 compliant interfaces, tested for screen reader compatibility and full keyboard accessibility.
- Collaborated in Agile teams with developers, QA engineers, and product managers to ensure timely delivery and stakeholder alignment.
- Presented design progress and prototypes in regular reviews with leadership, incorporating feedback for continuous iteration.
- Regularly presented progress updates and design walkthroughs to internal stakeholders and government representatives to ensure strategic alignment.

Client: Indian Institute of Science Education and Research. India

Apr 2020 - Aug 2020

Senior UX/UI Designer and Developer

Environment: Adobe XD, Photoshop, Illustrator, HTML5, CSS3, JavaScript, jQuery, PHP, WordPress, MySQL, Wave Tool.

- Contributed to the modernization of IISER's web platforms, supporting the institution's growth in research funding, academic grants, and collaborations—valued at \$119.7 million in total institutional revenue.
- Redesigned the structure and navigation of the IISER website, making research facilities, faculty profiles, and academic resources easier to find enhancing user satisfaction and engagement.
- Ensured the web platform met India's and international digital accessibility guidelines (WCAG 2.0), contributing to institutional compliance and inclusive education goals.
- Designed user-friendly interfaces for key sections such as People Directory, Events Calendar, Research Facilities, Publications, and Admission Portals.
- Developed wireframes, prototypes, and high-fidelity mockups using Adobe XD to communicate design solutions and align with institutional branding.
- Translated UI designs into responsive, semantic front-end code using HTML5, CSS3, JavaScript, and jQuery for seamless functionality across devices.
- Participated in stakeholder meetings to gather feedback, present design solutions, and iterate based on usability and accessibility findings

Company: ZYPE digital Pvt Ltd.

April 2018 - March 2020

Project: Quality Thought Technologies, Hyderabad, India.

Role: Lead UX/UI Developer

- Simplified and optimized the digital platform's UX, contributing directly to a ₹0.10M (₹1 lakh) revenue increase and helping the company reach ₹2 crore in total revenue.
- Designed a modern logo and built a scalable design system to ensure consistent brand identity across all digital touchpoints.
- Revamped the course browsing and enrollment flows, reducing friction and improving lead-to-signup conversion rates across all digital properties.
- Delivered a modernized, professional visual identity and responsive web experience that improved user trust and increased student engagement.
- Improved information hierarchy and interface clarity, which decreased user confusion and reduced the need for support intervention by User-centered design.
- Converted templates to Frontend development by using HTML5, CSS, JavaScript, and jQuery.
- Regularly communicated design progress with internal teams and leadership, participating in stakeholder meetings and product discussions.

Company: SriyaEdu Pvt Ltd.

Dec 2016 – Apr 2018

Project: Bigclasses.com, Hyderabad, India.

Role: Senior Web Developer

- Designed a modern logo and built a scalable design system to ensure consistent brand identity across all digital touchpoints.
- Revamped the course browsing and enrollment flows, reducing friction and improving lead-to-signup conversion rates across all digital properties.
- Delivered a modernized, professional visual identity and responsive web experience that improved user trust and increased student engagement.

- Improved information hierarchy and interface clarity, which decreased user confusion and reduced the need for support intervention by User-centered design.
- Converted templates to Frontend development by using HTML5, CSS, JavaScript, and jQuery.
- Regularly communicated design progress with leadership, participating in stakeholder meetings.

Company: Apollo MedSkills LTD.**Nov 2015- Nov 2016****Role: Web Developer.****Responsibilities:**

- Producing high-quality UX design solutions through visual and graphic designs, flow diagrams, and site maps.
- Conducting usability testing to ensure that designs meet the needs of students and trainers, addressing pain points in the user journey.
- Creating visually appealing UI designs that are user-friendly, using a thoughtful approach to typography, color schemes, and iconography.
- Converting Wireframes to Frontend development by using HTML5, CSS, Bootstrap, JavaScript, and ASP.NET

Technical Skills:

Design tools	Figma, Adobe XD, Sketch, InDesign, Miro, Axure RP, Adobe Photoshop, Adobe Illustrator, Acrobat.
User Experience	Design Thinking, Information Architecture (IA) & Wireframing, Prototyping, Conceptual Model, Content Mapping, User-Centered Design, and Interaction Flows
Research	User & Market Research, Demographic Research, Empathy & Journey Mapping, and Mental Model.
Usability Testing Methodologies	Heuristic Evaluation, A/B Testing, Moderated and Unmoderated Usability Testing, Card- Sorting Techniques.
Usability Testing Tools	Maze, Userlytics
Accessibility (ADA) Tools	WAVE, Site-improve Accessibility Checker, Tota11y, Contrast Checker, NVDA, JAWS, AccessiBe, and Audioeye.
Web Technology	HTML5, CSS3, Tailwind CSS, Sass, Less, JavaScript, ES6, jQuery, React, ASP.Net, Bootstrap5, WordPress, Basic SEO, Material design, Json, and XML.
Database	MySQL, MS SQL, and MongoDB
Version Control/Collaboration	GitHub, Redmine, Microsoft Dynamics, Monday, and Jira

Educational Qualification

- **Bachelor of Engineering** from Reva Institute of Technology and Management, Visvesvaraya Technological University, Bangalore, India. 2007 - 2011