

# Ramisa Murshed

## Product Designer

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in/ramisamurshed

## Experience

### Product Designer — Bits of Good

08/2022 — 05/2023 | Atlanta, GA

- Improved creation and distribution time of construction project plans for nonprofit Southface Institute by 50% by designing a digital, web-based library of sustainable building standards, reaching 2,000+ project managers, construction workers, and architects.
- Collaborated on cross-functional team with product and engineering managers and developers in an Agile setting while overseeing end-to-end design process.
- Independently created design system from scratch based on Google's Material Design guidelines.
- Leveraged ADA and WCAG design guidelines to ensure accessibility across the user experience.
- Mentored 2 junior designers and led bi-weekly mentorship meetings to provide feedback and suggest improvements while employing design thinking and best practices.

### UX Design Intern — Amazon

05/2022 — 08/2022 | New York, NY

- Reduced Amazon Grocery customer dropoff by identifying unmet user needs and prioritizing stakeholder requirements through shipping options experience redesign for millions of users.
- Led weekly design reviews with stakeholders, refining product scope and justifying design decisions through effective storytelling and qualitative and quantitative data.
- Collaborated with engineers to convey design specifications and validate technical feasibility of multiple designs for A/B testing.
- Developed components for Amazon Grocery's growing design system to enhance visual consistency across the user experience.

### Product Design Intern — CarMax

06/2021 — 08/2021 | Remote

- Reduced customer complaint volume, and increased sentiment and purchaser NPS by designing end-to-end product across multiple platforms in the vehicle post-purchase space for CarMax website, projected to reach over 300,000 customers.
- Conducted and affinity mapped 25+ user interviews to empathize with users and identify pain points, and led moderated and unmoderated testing sessions to inform and validate design decisions and iterations.
- Validated product importance with 93% of customers by analyzing qualitative results from usability testing and quantitative data from testing error pages as product placeholders.
- Partnered with designers, product managers, engineers, researchers, subject matter experts, copywriters, legal, and executive leaders to optimize usability and meet business needs.

## Education

### Georgia Institute of Technology

MS, Human-Computer Interaction

08/2021 — 05/2023

### Barnard College of Columbia University

BA, Computer Science

*Minor, Asian and Middle Eastern Cultures*

09/2017 — 05/2021

## Skills

### Design Tools

Figma, Sketch, Adobe XD, Invision, Adobe Creative Suite (Photoshop, Illustrator, InDesign), Solidworks

### Research Methods

Survey Design, User Interviews, Contextual Inquiry, Competitor Analysis, Usability Testing, Affinity Mapping, Card Sorting

### Development

HTML/CSS, JavaScript, Python, Java, React, Processing

### Languages

Bengali (heritage), Korean (advanced), Spanish (intermediate)

## Awards and Honors

### Finalist (Top 10 Project of 400+)

College + Twitch Creative Jam, Adobe

03/2021 | New York, NY

### Critical Language Scholarship, Korean Language

United States Department of State

06/2019 | Gwangju, South Korea