

RENOOH SIVAKUMAR

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EDUCATION

UNIVERSITY OF COLORADO, BOULDER

Master of Science

Major in Creative Technologies and Design, Human Computer Interaction

Cumulative GPA: 3.9/4.0 ; ATLAS Professional Scholarship

Relevant Coursework: UX Design, Product design, UX Research, Advanced UX, Design Methods

Boulder, CO

Expected May 2025

ANNA UNIVERSITY

Bachelor of Science : Computer Science

Cumulative GPA: 9.1/10

Chennai, TN

Aug 2019- Aug 2023

WORK EXPERIENCE

CIBER LAB (Tools : Product Design, User Research & Testing, Figma, HTML, CSS, XHTML, Javascript)

Boulder, CO

Research Assistant, Experience Design

Aug 2024 – Present

- Implemented and refined 10+ prototype iterations for BluPix, a **NOAA-funded research study**, enhancing usability and engagement for **disaster risk communication** impacting a **2 million user base** involving **product planning** and **strategy**.
- Restructured a scalable design system and produced **60+ wireframes** and assets for a mobile app, improving **UI consistency** and **accessibility** across platforms.
- Led UX research efforts, **conducting 45+ user interviews** and testing sessions, synthesizing findings into a comprehensive report and **conference paper** to inform future development.
- Analyzed and synthesized research data to extract **actionable insights**, increasing **user acquisition rates by 45%**.

NUTRIVO (Tools : Figma, Sketch, UX Research, React, Next, Teamspace, Flash, Data Analysis)

Phoenix, AZ

UX Design Intern | (50 employee venture-backed healthtech startup)

Jul 2024 – Nov 2024

- **Reduced misalignment issues by an estimated 30%** by revamping team collaboration with clearer documentation methods, leveraging data analysis for product management insights and improved team workflows.
- Established a cohesive **visual guideline** across all product lines through task satisfaction ratings and task success rate time.
- Enhanced accessibility by ensuring compliance with **WCAG 2.2 accessibility standards** through **20+ rounds of audits** and design improvements with respect to product success metrics..
- Mediated **5 User Acceptance testing (UAT) tests** using various **user research methods**, uncovering **15+ product insights** proposed by the team and ensuring the design of **customer facing products** meets the end-user's needs and organization's goals.

TOKSKILL (Tools : Competitive Analysis, User Flows, Contextual inquiry, Photoshop, Illustrator)

Bangalore, KA

UX Designer

May 2022 – May 2023

- Increased mobile **feature adoption rate by 22.6%**, owned a custom design kit and led product development team in streamlining design tools and UI components, leading to a **20% increase in user engagement**.
- Developed product strategy based on **quantitative research** and **competitive analysis** of user interactions, incorporating stakeholder requirements to inform **product roadmap** and **customer value**.
- Managed a **cross-functional team** to apply insights, **optimizing workflow**, demonstrating **strong business acumen**; reduced average **task execution time by 52%** and **improved user retention rates by 15%**.

PROJECTS

THE SYNAPSE COMPANY (Tools : StoryBoarding, Maze, Dovetail, Jira) | [Link](#)

Jan 2025 - Present

- Devised a product strategy and roadmap for a **scalable, data-driven healthtech platform**, reducing caregiving costs by **70%** for elderly populations in India, Nigeria, and the Philippines, while improving the **overall customer experience**.
- Designed and Iterated **30+ wireframes** leading to **3 intuitive mobile** and **remittance ecosystems**, applying user-centered design, usability testing, and information architecture to improve accessibility and adoption.
- Leveraged cognitive psychology and **UX research** to enhance engagement, ensuring seamless interaction between 3 main user bases namely, **caregivers, patients, and families**.

HIVE (Tools : Wireframing & Prototyping, Information Architecture, Persona Development) | [Link](#)

Aug 2024 - Dec 2024

- Launched a **crowd-sourced occupancy rate** application for **CU Boulder**, improving **campus navigation** for **45,000+ students** using user-centered design principles and human psychology methods..
- Conducted user research, **interviewing 50+ participants** to develop personas and derive insights that shaped key features and interface optimizations to emphasize on simplification.
- Enhanced usability and engagement by integrating user feedback into iterative design improvements, resulting in **increased satisfaction ratings** and streamlined daily workflows.

ADDITIONAL

- Skills :Prototyping, Storyboarding,Ethnographies, User Testing, User Interviews, Adaptive Design, A/B Testing
- CITI Program : Social Behavioral Research Investigators and Key Personnel.