

Raagavi Logaratnam

Product and Visual Designer

I am a Product Designer passionate about deciphering the complexities of the human experience and bridging the gap between human differences. My drive for product design stems from my characteristics, including being empathetic, open-minded, solving problems creatively, and keen listener. By employing these attributes in my design process, I am able to build meaningful relationships with the people I design for - connecting and impacting them emotionally through my work and creativity.

Education

- **Certificate of Creativity and Creative Problem Solving**
SHERIDAN COLLEGE | 2018 — 2020
- **Honours Bachelor of Interaction Design**
SHERIDAN COLLEGE | 2018 — 2024
- **Diploma of Visual and Creative Arts**
SHERIDAN COLLEGE | 2015 — 2018

Projects

- **Epicurious Thesis Project**
SHERIDAN COLLEGE | 2023
 - My thesis project called Epicurious addressed how we might expand the taste palate to cater to individuals' preferences and incentivize them to explore unknown or unfamiliar cuisines and dishes.
 - I have developed and defined a successful research plan and conducted 6 primary research methods, including unstructured interview, survey, co-creation, observation, card sorting, and visual ethnography, to gather and gain 20 insightful findings to prove my design intervention problem space.
 - With the insightful findings, I demonstrated my problem-solving skills by facilitating the evidences and delivering design decisions and solutions during the prototype development. I underwent 5+ rounds of user testing and 10+ rounds of iterations and design modification prototype versions to meet users' expectations.
- **Metrolinx App Project**
SHERIDAN COLLEGE | 2022
 - Collaborated with another designer, I spearheaded the user research and product design initiatives. Through conducting structured interviews with 15 participants, we collected 15 solid insights that allowed us to develop four unique personas and one comprehensive journey map.
 - Our meticulous attention to detail enabled us to identify and analyze patterns and trends in user behaviour and preferences, ultimately leading to more informed product design decisions and solutions, problem solving, and synthesizing the gaps of features and functions in our prototype design user flows.

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Experience

Peer Mentor and Designer: Student Leadership and Engagement

SHERIDAN COLLEGE | AUG 2018 — APR 2020

- Assisted incoming students with various educational needs, developed personal connections with one-on-one interactions and facilitated smooth transitions into post-secondary life.
- Designed digital and print marketing assets to promote outreach initiatives across all Student Affairs departments.

Skills

Product Design

- UX / UI
- Interaction Design
- Visual Design & Brand
- Communication Design
- Motion Design
- Illustration
- Typography
- Design Systems & Style Guide
- Content Design
- Design Strategy

User Research

- Design Thinking
- Quantitative & Qualitative User Research Methods
- User Personas
- Journey Mapping
- Affinity Mapping
- Empathy Mapping
- Information Architecture
- Wireframing
- Rapid Prototyping
- Usability & User Testing
- Data Analysis & Collection
- Research Strategy

Tools

- Figma
- Adobe Creative Cloud
- Mural
- HTML & CSS

Achievements

Leap Social Project - 3rd Place Winner
ELLE HACKS RBC CHALLENGE | FEBRUARY 2019