

# Ramya Yerramilli

UX Researcher | AI Ethics Researcher | Human-AI Interaction

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## SUMMARY

Mixed-methods UX Researcher specializing in Human-AI Interaction and Responsible AI, with 7+ years of experience spanning Human-Computer Interaction, spatial design, and emerging technologies. Combining rigorous qualitative and quantitative research with systems thinking to uncover insights that shape product strategy, user trust, and AI innovation. Currently leading an IRB-approved GenAI research study, with work under review at AIES 2026.

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## CORE COMPETENCIES

Human-AI Interaction (HAI) · UX Research Leadership · Responsible AI & AI Ethics · Mixed-Methods Research · Qualitative & Quantitative Research · Generative AI Research · User Behavior & Decision-Making Research · Product Discovery & Product Strategy Research · Research Program Development · Research Operations · User Interviews · Contextual Inquiry · Usability Testing · Survey Design & Analysis · Participatory Design · Information Architecture · User Journey Mapping · Research Synthesis · Thematic Analysis · Stakeholder Management · Executive Communication · Cross-Functional Collaboration · Workshop Facilitation · IRB Protocols & Ethics Review · AI Governance · Trust & Safety Research · Data Visualization & Storytelling · Figma · Dovetail · Maze · Qualtrics · Power BI · Notion

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## EXPERIENCE

### Graduate Research Assistant, AI Ethics & Literacy

RAISE Lab, DePaul University, Chicago, IL

Sept 2025 - Present

- Conducting mixed-methods research on AI literacy and ethical AI interfaces, informing curriculum design and public-facing AI communications.
- Built participant recruitment pipelines and research infrastructure (templates, behavioral metrics, insight repositories), enabling subsequent study cycles with zero researcher re-onboarding.
- Cut research cycle time 33% (30→20 days) by establishing methodology standards that allow non-researcher team members to scope, execute, and synthesize studies independently.

### Graduate Student Assistant

International Admissions, DePaul University, Chicago, IL

Jun 2025 - Present

- Applied behavioral observation and UX research methods to identify friction patterns across 1,000+ student records; built a structured research repository replacing siloed data across 50+ markets.
- Reduced counselor follow-up volume 20% and increased workflow throughput by 30%+ across 3 departmental functions by surfacing process bottlenecks and establishing reusable workflow standards.

### UX Design Intern, Data Visualization

MainStreet Advisors, Chicago, IL

Jul - Sept 2025

- Conducted generative, evaluative research and designed a B2B financial dashboard; delivered 5+ research-backed product recommendations adopted by product, engineering, and design.
- Shortened release timeline by 2 sprint cycles by embedding research synthesis into cross-functional planning sessions at decision-making points.
- Applied spatial information architecture principles to improve visual hierarchy across Power BI dashboards; feedback cited clarity as the top improvement.

### Senior Designer

Aedium Design, Hyderabad, India

Jan 2023 - Jul 2024

- Maintained 9/10 NPS across projects as the sole designer, owning discovery, research, client synthesis, concept development, and technical handover.
- Managed \$240K+ in high-stakes, irreversible physical design projects, developed irreversibility-first research habits now applied to UX and AI decision-making.
- Pioneered design practices within the studio: structured client and stakeholder interviews and post-occupancy studies informed design decisions on all projects.

## Design Relationship Manager

HomeLane, Hyderabad, India

Apr 2021 - Dec 2022

- Top-performing designer at East Hydeabad branch: 80% KPI vs. 65% branch average; closed 5 projects/month vs. 2-3 peer average.
- Drove 15% lower design-to-build latency through structured client research, iterative design cycles, and multi-stakeholder delivery coordination across 10+ concurrent projects.

## Design Partner

TheM Design Studios, Hyderabad, India

Jul 2019 - Jun 2021

- Delivered 15+ residential projects end-to-end; built client coordination and quality review protocols adopted across studio teams, reducing revision cycles by one round per project.

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## RESEARCH & PUBLICATIONS

### RAAHI, Dark Pattern Detection Tool & GenAI Research Study

Research Lead & PM · iD Lab, DePaul University, Shark Tank Winner

Mar 2025 - Present

- Won 1st place among 10+ teams at DePaul iD Lab Shark Tank pitch competition; converted prototype into a formal IRB research study running Summer 2026.
- Identified and taxonomized 16 parent dark pattern categories in generative AI with subsections; the taxonomy now serves as the study's analytical framework.
- Designed IRB-compliant recruiting protocols, consent documentation, and study procedures for research involving marginalized and vulnerable user populations.
- Study currently in recruitment and data collection phase; target publication at CHI 2027.

### ASAP, AI Scaffolded Action Planner

Graduate Capstone · DePaul University

Jan 2026 - Present

- Built a human-in-the-loop AI task manager (decompose → user approves → Pomodoro timer) using agentic AI as both the dev tool and the product core.
- Ran 6 usability sessions comparing synthetic AI personas vs. real users; found AI personas miss emotional and affective states, published findings, not just a class observation.
- Stress-tested Figma Make to failure across iterative cycles, documenting real-world AI tooling constraints.

### Invisible Impacts: Digital Habit & Carbon Footprint Installation

Researcher · Summer Impact Grant, DePaul University

Jun - Sept 2025

- Translated behavioral data into interactive visual narratives for a public installation; increased participant engagement depth 30% across 10+ participants.

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## ACTIVE PUBLICATIONS:

Making AI Infrastructure Visible: Interactive Art as a Public-Facing AI Ethics Interface

- Under Review, AIES 2026

Exposing and Mitigating Dark Patterns in Generative AI for Marginalized and Vulnerable Users

- Target: CHI 2027

Consciously Assigning Personality to AI: User Vulnerability, Social Presence, and Manipulation

- Target: CHI 2027

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## EDUCATION

**MSc, Human-Computer Interaction** · DePaul University, Chicago, IL

Sept 2024 - Expected Jun 2026

Relevant coursework: Research Methods, Human Factors, AI Ethics, Interaction Design, Data Visualization, Accessible Design

**MA, Design Management & Entrepreneurship** · De Montfort University, Leicester, UK

Sept 2017 - Oct 2018

**B.Design, Interior Design** · JNAFAU, Hyderabad, India

Aug 2012 - Jun 2016