

# RITWIC SINGH

Mobile: +1 602 638 7647 | Email: [ritwic13@gmail.com](mailto:ritwic13@gmail.com)

## PROFESSIONAL SUMMARY

Innovative UI/UX Designer with a strong foundation in user-centered design. Ability to provide multiple solutions for every design problem. Proven ability to conduct in-depth user research, analyze data, and translate insights into intuitive and visually appealing user experiences. Skilled in identifying user pain points, turning them into engaging and user-friendly interfaces for both web and mobile platforms.

## TECHNICAL SKILLS

- **Design Tools:** Figma, Sketch, Adobe Creative Suite (Illustrator, Photoshop, InDesign)
- **UX Tools:** Hotjar, Google Analytics, UX Cam, Mixpanel
- **UX Design:** User research, user personas, journey maps, wireframing, prototyping, usability testing.
- **UI Design:** Mockups, UI kits, design systems, branding adherence.
- **Soft Skills:** Research & Development, Collaboration, Communication, Problem Solving, Project Management (Miro, Trello, FigJam)

## EXPERIENCE

### UI/UX Designer | Aimcast | New Jersey | March 2024 - Present

- Designed and developed over 100 wireframes for Aimcast v2.0 using Figma, focusing on user needs and a functional design.
- Built the design system and UI kit, ensuring brand consistency and efficient design implementation.
- Collaborated with the product development team to translate user insights and competitor analysis into a user-centric design.

### UX Designer | UST Global | Aliso Viejo, California | May 2022 - December 2022

- Contributed to the UI design of Anthem MAP, a major player in the \$708 million U.S. healthcare virtual assistance market, enhancing user experiences with Figma and FigJam.
- Implemented design fundamentals, reducing user clicks by 25% by optimizing wireframes and mockups and providing a user qualitative analysis report to demonstrate pain points.
- Conducted user interviews and user testing reports, incorporating diverse feedback to shape impactful UI/UX solutions.

### UX Researcher | Waymark Gardens | Glendale, Arizona | January 2022 - May 2022

- Engaged in observational research and interviews with over 30 elderly residents within the community.
- Explored ways to enhance safety and security for residents.
- Completed debrief sheets for each interview and observational outreach session.

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- Formulated potential improvement concepts in collaboration with stakeholders, residents, and facility staff, incorporating feedback into the design process.

## **Designer | Anemoi Technologies | Gurgaon, India | June 2020 - May 2021**

- Helped redesign their web UI and improve usability.
- Improved data output and provided multiple views for data interpretation for users.
- Collaborated with developers to improve security for their network operations center and security operations center.

## **Intern | Mahindra | Chennai, India | May 2018 - August 2018**

- Researched various concepts to improve user experience in vehicle human computer interaction.
- Conducted various user tests to understand how vehicle interaction systems would improve with time.

## **EDUCATION**

### **Arizona State University | Tempe, Arizona**

**Masters of Science - Design** | GPA: 3.78 | Major: Product Design | Minor: UX Research