RITWIC SINGH

Mobile: +1 602 638 7647 | Email: ritwic13@gmail.com | Portfolio pass: zSae!5432ad

PROFESSIONAL SUMMARY

Experienced UX Designer with a strong foundation in user-centered design and mixed methods research. Proven ability to conduct comprehensive user research, analyze complex data, and translate insights into actionable recommendations for product development. Skilled in various qualitative and quantitative research methodologies, with a focus on enhancing user experiences in digital products and services.

TECHNICAL SKILLS

➔ **Research Methods:** Usability testing, moderated interviews, concept evaluation, surveys, literature reviews, diary studies, user personas, journey mapping

➔ **Analysis Tools:** Google Analytics, Hotjar, UX Cam, Mixpanel, Google Sheets

➔ **Design Tools:** Figma, Sketch, Adobe Creative Suite

➔ **Soft Skills:** Project management, data visualization, communication, problem-solving, collaboration

EXPERIENCE

UI/UX Designer | Fusion Forte | New Jersey | January 2022 - Present

Creative Visual Group | July 2024 - Present

➔ Offering specialized design expertise across various disciplines to elevate project outcomes.
➔ Enhanced the online portfolio by implementing a cohesive UI kit, resulting in improved user experience and strengthened brand identity.
➔ Provided graphic design and design-build services to optimize production processes and ensure high-quality standards.

Aimcast | January 2024 - Jun 2024

➔ Designed over 120 wireframes for Aimcast v2.0, focusing on user needs and functional design.
➔ Conducted user research and competitive analysis to inform user-centric design decisions.
➔ Designed new post capabilities for web and tablet components, building new, simpler ways for users to interact with various tools.
➔ Built a comprehensive design system and UI kit to ensure brand consistency.

Stars & Vogue | August 2024 - December 2023

➔ Delivered expert guidance to enhance website conversion rates through strategic UX improvements.
➔ Identified and documented potential UX flaws and areas for enhancement.
➔ Developed a comprehensive report outlining specific improvement areas and actionable strategies to enhance user experience and increase conversions.

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➔ Achieved a notable 62% increase in conversions by driving improvements in site traffic and user engagement.

Project Loom | January 2023 - July 2024

➔ Designed a project management software to be utilized by the tech support department of Arizona State University.
➔ Enhanced seamless communication by utilizing visual cues which prompt users to naturally move in the direction of the task.
➔ Conducted intensive user testing to ensure appropriate scaling and rollout.
➔ Delivered project management software with focus on ensuring efficiency and ignore mistakes, inspired by pika pika philosophy of quality assurance.

UST Global | May 2022 - December 2022

➔ Contributed to the UI design of Anthem MAP, enhancing user experiences in the healthcare virtual assistance market.
➔ Conducted user interviews and usability testing, incorporating diverse feedback to shape UI/UX solutions.
➔ Optimized wireframes and mockups, reducing user clicks by 25% and providing qualitative analysis reports.

Waymark Gardens | January 2022 - May 2022

➔ Designed an application to improve the residents' quality of life by streamlining their process to seek help.
➔ Conducted observational research and interviews with over 30 elderly residents to enhance community safety and security.
➔ Analyzed qualitative data from interviews and observational sessions to formulate improvement concepts.
➔ Collaborated with stakeholders to incorporate feedback into the design process.
➔ Utilized Figma to prototype, share and test designs with residents to incorporate their feedback.

UI/UX Designer | Anemoi Technologies | Gurgaon, India | June 2020 - July 2021

➔ Redesigned web UI to improve usability and user experience.
➔ Enhanced data output functionality by providing multiple views for improved data interpretation.
➔ Collaborated with developers to strengthen security measures for network operations center and security operations center.

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

➔ Researched concepts to improve user experience in vehicle human-computer interaction.
➔ Conducted user tests to evaluate and project improvements in vehicle interaction systems over time.

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EDUCATION

Arizona State University | Tempe, Arizona
Masters of Science - Design | Major: Product Design Minor: UX Research

CERTIFICATIONS

- ➔ Visual Elements of User Interface Design - CalArts (Coursera)
- ➔ Google UX Design Professional Certificate (In Progress)