

# Ritu Sharma

UI/UX Designer

ritusharma3111@gmail.com

+919999814444

Hi! I'm a UX Designer with 3+ years of experience in designing for products for industries like Fintech, NFT Marketplace, E-Comm., Ed-Tech, Healthcare & Fitness etc. I design easy to use experiences keeping user advocacy my priority.

## EXPERIENCE

**Product Designer / Contract @Lexicon** Jan 2024 - Present

- Major contribution towards building better User Experience for CRM and ERP for ed-tech management.
- Designing and enhancing consumer experience with user testing for a delivery app specifically focused on Pune Audience to be the first users.
- Contributed design system to help shorten the development timeline for multiple Ed-Tech platforms for Lexicon group.

**UX Designer / Kellton Prev. KelltonTech** Apr 2021 - Apr 2023

- Designed new user flows for Avanse Education Loans, which reduced the drop-off ratio from 31% to 8% with the help of A/B testing and user testing.
- Crafted an MVP for a platform which helps to speed up the process of Divorces. It was an amazing learning about the laws in North America.
- Designed end to end product experience and oversaw development for a Humbl (NFT Marketplace).
- Integrated design system in a platform for Live auction of vintage cards.
- Collaborated closely with cross-functional teams, product managers, developers, and stakeholders from overseas.

**UX/UI Designer / Dreampool Developers** Apr 2020 - Apr 2021

- Designed for over 12 products in a service startup which provides design and development for apps and websites.
- Major tasks were around gathering requirements, developing information architecture, designing wireframes, validating designs with users and stakeholders and hand off designs for development.

## PORTFOLIO & LINKS

[Portfolio Website](#)

[LinkedIn](#)

[Dribbble](#)

## TOOLS

Figma

Adobe XD

Jira

Usertesting.com

Miro

## SKILLS

UI/UX Design

Design Sprints

Interaction Design

User Research

Wireframing

A/B testing

Prototyping

Usability testing

Design System Design

## CERTIFICATIONS

Gestalt Psychology and Web Design by IDF

User Experience (UX): The Ultimate Guide to Usability and UX by Udemy

HCI by IDF

UX Design: Analyzing User Data by LinkedIn

UX Foundations: Interaction Design by LinkedIn

## EDUCATION

**Post Grad in UX Design**

2023 - 2024

St. Lawrence College, Canada

**PGDBA**

2018 - 2020

Symbiosis, Pune

**Bachelor in Commerce**

2014 - 2017

Delhi University