

Ritu Sharma | Product Designer

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3 years of experience accelerating B2B/B2C SaaS, EdTech, HealthTech and FinTech startups. I design easy to use experiences keeping user advocacy my priority.

Work Experience

Product Designer

Freelance - Contract | Jul 2024 – Present

- Redesigned OPD workflows by aligning **strategic UX decisions** with user needs and business goals for doctors, receptionists, and optometrists, **improving efficiency for 10,000+ ophthalmology users**.
- Major contribution towards building **better User Experience** for CRM and ERP for **Ed-Tech management**.
- Contributed **design system** to help **shorten the development timeline** for multiple Ed-Tech platforms for Lexicon group.
- **Designing and enhancing consumer experience** with user testing for a delivery app specifically focused on Pune Audience to be the first users.
- Led UX/UI design for a job search **MVP**, combining candidate monetization via profile views and referral earnings, and **shipped 15+ features across Web + Mobile platforms in just 3 months**.

UI/UX Designer

Kellton | Apr 2021 – Apr 2023

- Designed new user flows for Avanse Financial Loans, which reduced the **drop-off ratio from 31% to 8%** with the help of A/B testing and user testing.
- Crafted an MVP platform which helps to **simplify** and **speed up the process** of Divorces . The Platform held upto 700 forms.
- Designed **end to end product experience** and **oversaw development** for Humbl (NFT Marketplace).
- **Integrated design system** in a platform for Live auction of vintage cards.
- **Collaborated** with cross-functional teams and stakeholders to **define problems, gather requirements, conduct user research** and **competitive analysis**, and **translate insights into information architecture, wireframes**, and **validated design solutions documented for development**.

Education

St. Lawrence College

Post Graduation in UX Design | 2023 – 2024

LinkedIn

UX Design: Analyzing User Data | 2023

Udemy

UX: The Ultimate Guide to Usability and UX | 2023

Interaction Design Foundation

Gestalt Psychology and Web Design | 2021

Interaction Design Foundation

Human Computer Interaction | 2021

Symbiosis

PGDBM | 2018 – 2020

University of Delhi

Bachelor in Commerce | 2014 – 2017

Skills

UI/UX Design
Interaction design
Wire framing
Prototyping
Micro interactions
Design systems
User research
A/B testing
Usability testing
Market Research
Research Analysis
Product Design
Design Thinking
Visual Design
Data Visualization

Tools

Figma / FigJam
Adobe Xd / Sketch
Framer / Webflow
Jira / Asana
Miro / Whimsical
Notion