

# Radhika Rathi

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## SUMMARY

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UI/UX Designer with a strong technical foundation in front-end engineering. Proven ability to bridge design and development, creating accessible, user-centered digital experiences that drive measurable business impact. Skilled in translating user needs into intuitive interfaces while maintaining technical feasibility and design system consistency.

## WORK EXPERIENCE

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### Marks & Spencer

London, UK

#### Software Engineer

Sep 2025 – Present

- Designed and implemented Beauty Box banner feature through user research and A/B testing, optimising layout and banner placement driving over £0.5M in revenue
- Contributed to design system by creating 10+ reusable Storybook components, establishing design-development workflows and ensuring visual consistency across 10+ product pages
- Authored a detailed post-mortem report on UI issues, identifying root causes of design inconsistencies and recommending action items, reducing design inconsistencies by 90%
- Improved Core Web Vitals (INP and CLS) scores by 30% through performance focused design optimisations, enhancing user experience on Product Details Page
- Led accessibility enhancement initiative achieving WCAG compliance through improved ARIA labels, keyboard navigation, and screen reader support
- Collaborated with SEO and infrastructure teams to design seamless URL redirect flows, ensuring zero broken user journeys during site migrations
- Developed automation flowbot to optimise team workflows, reducing manual effort and saving 3+ hours per sprint and improving ways of working
- Designed a PoC evaluating multiple approaches, integrating team feedback and collaborating with cross-functional stakeholders to gather requirements and drive informed decision-making

#### Associate Software Engineer

Sep 2023 – Sep 2025

- Designed and implemented animated Sparks cards for Christmas Campaign 2024 through iterative prototyping, driving 40% increase customer engagement
- Redesigned Wishlist call-to-action placement on checkout page based on user flow analysis, improving conversion by 80%
- Orchestrated Beauty Advent Calendar feature launch, designing strategic placement on basket page, achieving complete sell-out within one week, driving £0.5M in revenue
- Created recommendations carousel featuring curated product selections based on user behaviour patterns, achieving sell-out within 5 days generating £50,000 in revenue
- Enhanced media delivery experience by redesigning Homepage banner implementation, improving video load times by 40% and reducing content delivery costs by 25%

## SKILLS

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Tools: Figma, Adobe Creative Suite (Photoshop, Illustrator), Sketch

Design: Storybook, Design Systems

Technical: HTML, CSS, JavaScript, React.js

## EDUCATION

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### Google UX Design Professional Certificate

Coursera

- Completing 7-course program covering end-to-end UX design process

Key Learnings: User research, wireframing, prototyping, usability testing, design thinking, accessibility

### University of Warwick

United Kingdom

MSc International Business

2021 – 2022

Key Modules: Design in Business, Strategy Analysis, Quantitative Methods

## PROFESSIONAL DEVELOPMENT

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### AI & Accessibility, Workshop

Nov 2025

- Implemented inclusive design changes based on neurodiverse participant feedback to improve website accessibility and used simulation tools

### St. Marylebone Girls School, Career Talk

Mar 2024

- Delivered career presentation to 50+ students on STEM careers, mentoring aspiring technologists