Radhika Dave

UX Researcher and Designer

portfolio
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LinkedIn profile
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I am a designer and researcher with over 4 years of experience in e-commerce, non-profit, B2C, and startup environments. Before transitioning to UX, I worked as an HR professional, where I developed strong people skills that now play a crucial role in understanding user needs and crafting meaningful design solutions.

Experience

iVisa | Sr. UX Researcher

NOV 2020 – JAN 2024 | Fulltime | Remote

iVisa is a travel document company that help its users get their travel related documents like visas, e-visas, passport renewal, health declarations etc. in time by providing guided application assistance.

Key activities:
- User testing (Web and mobile), surveys, depth interviews, focus groups.
- Prioritized research requests based on business objectives and customer needs.
- Facilitated brainstorming sessions, workshops, and contributed to strategic product roadmaps.

Achievements:
- Improved the onboarding user experience for iVisa's web-mobile app, resulting in a 5% increase in user engagement within the first month.
- Reduced incomplete visa orders to drop by 2% in just a month by conducting qualitative research at iVisa **Project link**

Volunteer | Product Designer

MAR 2020 – MAY 2020

howican.net / Amsterdam, NL
Redesigned complete web experience for an online marketplace 'Nidaba'. Worked with a full women squad of designers, developers & entrepreneurs.

Achievements:
Led the UX and UI design and successfully delivered all project deliverables within an accelerated timeline of just 2 weeks. **Project link**

Kinder World | UX Intern

NOV 2019 – FEB 2019

'Kinder World' is a tech company that supports charitable organizations.

Achievements: Streamlined the onboarding process for Kinder World's key audiences (Donors and Organizations), resulting in a clearer user journey and improving sign-up rates by 30%
Redesigned misunderstood homepage header titles, leading to a 15% increase in user engagement and navigation efficiency. **Project link**

Education

Ironhack

MAR 2019 - JUN 2019

UX/UI Bootcamp. Worked on 3 creative projects that were based on e-commerce, wellness and travel.

Achievement: Successfully led the UX and UI design for Splity, an activity-sharing app project that was shortlisted among the top 5 by the management team at Ironhack.

MIT-SOB

2007 – 2009

Master of Business Application - HR & Computer applications

Certificate

Google UX Design

APR 2023 - JAN 2024

Certificate for Google UX Design principles and methodologies

Skills & Languages

Design Tools

Figma · Miro · ClickUp · Zeplin · HTML/CSS · Webflow ·

Skills

User Research · Usability Testing · Journey Mapping · Personas · Storyboarding · Affinity Diagrams · Facilitating workshop · Information Architecture. Quantitative research. A/B test