

Radhika Dave

UX Researcher and Designer

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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

APR 2022 – JAN 2024 | Fulltime | Remote

iVisa is a company that help its users get their visas, e-visas and other travel docs in time by providing guided application assistance.

Key activities:

- Planned key research activities through a quarterly roadmap
- Responsible for conducting user testing, launching surveys, depth interviews, focus groups.
- Facilitated brainstorming sessions with key stakeholders and workshops.

Achievements:

- Enhanced the onboarding experience for iVisa’s web-mobile app users by conducting usability testing on the visa application flow with existing users, leading to a 5% increase in user engagement within the first month.
- Reduced incomplete visa orders by 2% within a month through qualitative research, including in-depth user feedback analysis and data-driven insights. [Project link](#)

iVisa | UX/UI Designer

Nov 2020 - March 2022

Key activities:

- Designed and delivered UI deliverables.
- Also planned and executed usability tests through user interviews and prototype tests to enhance key features and user experience.

Achievements:

- Successfully created a comprehensive design system to streamline collaboration and ensure easy accessibility for developers and cross-functional teams.

Volunteer | Product Designer

MAR 2020 – MAY 2020

howican.net / Amsterdam, NL

Nidaba is an online marketplace for workshops and learning experiences, redesigned with a women-led team of designers, developers, and entrepreneurs.

- I led UX/UI design for its web experience.
- Collaborated cross-functionally to ensure design alignment with user needs and business goals.

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 organisations to grow their awareness and reach.

Achievements: Streamlined the onboarding process for Kinder World’s key audiences (Donors and Organisations), 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

Intensive 10 weeks Bootcamp

User research, UCD, Design thinking, wireframing, prototyping, atomic design, user testing, HTML, CSS, Figma

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

Achievement:

Successfully led the UX and UI design for [Splitly](#), 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



Skills

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