# Radhika Dave

## UX Researcher and Designer

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.

portfolio
radhika.uxd@gmail.com
LinkedIn profile
+44 7598262644

## Experience

### iVisa  |  Sr. UX Researcher

APR 2022 – JAN 2024 | Fulltime | Remote

iVisa is a company that help its users get visas, e-visas and other travel docs 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.

### 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.

### 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.

## 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
webflow   ZEPLIN

### Skills

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