Ragini Shirwalkar

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Ragini Shirwalkar (raginis19.github.io)

UX UI Designer

Portfolio: https://raginis19.github.io/

Professional Overview

With 3.5 years of experience as a UX Designer, I have engineered a successful track record as a strategic solver and innovator in this specialty. I have led the redesign of company websites, revamped existing mobile apps, improved the usability of software applications, and conducted comprehensive user research to identify new feature opportunities that impacted in a 25% increase in customer satisfaction. My expertise will bring value to any organization looking for a UX Designer.

Skills

Soft Skills: Problem Solving, Teamwork, Strong Communication, Willingness to learn, Empathy.

Tools: Figma, Adobe Creative Suite, Sketch, Google Analytics, HTML5, CSS3, Prototyping tools, WordPress, GitHub, CRM tool.

Design: Product Design, User Interface, User Experience, Interaction Design, Wireframing, Prototyping.

Other: Design Sprints, User Research, User Journey mapping, Usability Test, Visual Design, Card Sorting, A/B Testing.

Education

Humber
Toronto, Canada
Post – Graduate Diploma in Design
Sept 2019 – May 2021 (2 years)

SCET
Gujarat, India
Bachelor's in design
June 2013 – April 2017 (4 years)

Work Experience

Scotiabank
Toronto, Canada
Product Designer
Jan 2023 - Oct 2023 (10 months)

Retail and Non-Retail Projects:

Student Hub Redesign
- Led the complete overhaul of the Student Hub page, leveraging user research insights and implementing a mobile-first design approach; achieved a 40% increase in user engagement and a 25% improvement in overall satisfaction.

Climate Change Center of Excellence
- Spearheaded the creation process of the Climate Change Center of Excellence, implementing a user-centric approach that increased engagement by 40% and rationalized access to critical information.

Scotiabank Smal Business
- Contributed to the Small Business project, cohort with designers, front and back-end developers, business analysts, QA analysts, and project managers.

Responsibilities:
- Designed and implemented web-based, mobile, and dashboard user interfaces using Figma, ensuring a seamless and visually appealing user experience.
- Offered strategic and informed recommendations derived from comprehensive research findings to contribute effectively to the product roadmap.
- Reviewed product requirements documentation, providing valuable insights from stakeholders and competitive market examples, contributing to a well-informed design process.

- Devised an efficient design system that enhanced team productivity, ensuring higher consistency and scalability when constructed digital and technical products.
- Organized and maintained a scalable design library for the UX team, utilizing design tools, fostering a revitalized and collaborative work environment.
- Actively engaged in user research, interviews, surveys, and usability studies, translating insights into articulated feature and functionality requirements, aligning with business objectives.
- Designed wireframes, site maps, flow diagrams, and hi-fi interactive prototypes under the guidance of senior designers, ensuring alignment with project goals.
- Partnered with analytics teams to analyze user behavior and engagement metrics, contributing to continuous improvement in both B2B and B2C environments.

Citi Bank   *Toronto, Canada*
UX UI Designer   *Jan 2020- Oct 2022 (2 year 10 months)*

Projects:
Syndicate Book Builder Application Redesign
- Led the redesign and formulated of Citi Bank's Syndicate Book Builder application.
- Contributing to a cross-functional team to enhance usability and functionality.
- Resulted in a 20% increase in user satisfaction and a 15% improvement in task completion time.

Responsibilities:

- Spearheaded the redesign and devised of Citi Bank's Syndicate Book Builder Application, replacing the existing third-party application.
- Teamed up with a multidisciplinary team of designers, front-end and back-end engineers, business analysts, and QA analysts to ensure a holistic and seamless design and build phase.
- Conducted user research, gathered requirements, and translated findings into user personas, user flows, wireframes, and prototypes.
- Led the redesign of the company website, deliverable in a 30% increase in conversion rate across all signs up pages and acquisition flows.
- Implemented responsive design principles, leveraging HTML5 and CSS3, to enhance the application's accessibility across various devices.
- Optimize the main dashboard and interior page UX designs for syndicate book builder application, leading to a 45% increase in user engagement.
- Built high-fidelity UI designs using Figma, Adobe Creative Suite, ensuring visual consistency and brand adherence.
- Utilized JIRA for issue tracking within an Agile project environment.

Sankalita   **Gujarat, India**
UX UI Designer   *Nov 2017 – Jan 2019 (1 year 2 months)*

Projects:
HR Downloads
- Helping the team to design an application to replace using multiple third-party tools like Jira, excel and Trello.

Hospitality Management System:
- The brief was to redesign the web application and its mobile responsive screens for a client which provides solutions to the Hospitality Management Sector.

Responsibilities:

- Executed user–centered design process involving user research, information architecture, interaction design and prototyping.
- Directed user personas and scenarios to enhance functionality and usability for key audiences.
- Generated wireframes, prototypes, and high-fidelity designs for web and mobile applications.
- Worked closely with Front-End Architect to ensure the seamless implementation of designs and maintained ongoing communication throughout the project lifecycle.
- Participated in design sprints and ideation sessions, contributing to the overall design strategy and vision.
- Contributed to the establishment and maintenance of a design system, ensuring consistency across various product components and features.
- Managed team and helped achieved 60% productivity by suggesting meaningful improvements in internal software.
- Reviewed and modernized 5 websites, 2 applications, and 2 social media handles.

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UX UI Designer

Cover Page

Dear Hiring Manager,

I am writing to express my avid interest in the UX/UI Designer position as advertised. Armed with 3.5 years of dynamic experience, I bring a quantifiable impact to the table through my dedication to crafting exceptional digital experiences.

Throughout my career, I led the design of diverse projects, including web and mobile applications, advancement in a 30% increase in user engagement. Applied profound user-centered design principles to create interfaces that not only meet but exceed user expectations, contributing to a 15% improvement in overall user satisfaction. Demonstrated proficiency in industry-standard design tools, including Adobe Creative Suite, Sketch, and Invision, productivity in a streamlined design process and a 20% reduction in project timeline.

I am also competent in creating wireframes, interactive prototypes, and high-fidelity mockups, which I use to communicate design concepts and iterate on solutions. Additionally, I have a strong understanding of information architecture and responsive design principles, allowing me to produce seamless user experiences across multiple devices and screen sizes.

Moreover, I am an excellent communicator and coalition member, well – versed in translating complex ideas and design concepts to stakeholders with varying levels of technical knowledge. I thrive in a fast-paced, deadline-driven environment and have a proven track record of delivering high-quality designs on time and within budget.

I am eager to contribute to your mission of creating innovative and user-centric digital experiences. My commitment to design excellence, coupled with a track record of achieving tangible advancements, aligns seamlessly with the requirements of the UX/UI Designer role.

Thank you for considering my application. I have attached my resume for your review and would welcome the opportunity to discuss how my quantifiable impact, skills, and experiences align with the specific needs of the UX/UI Designer position. Please feel free to contact me at your convenience to arrange an interview.

Thank you for your time and consideration.
Sincerely,
Ragini Shirwalkar
https://raginis19.github.io/