

# Ragini Shirwalkar

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[Ragini Shirwalkar \(raginis19.github.io\)](https://raginis19.github.io)

## UX UI Designer

### Summary

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As a UI/UX Designer, responsible for performing the appropriate research to define relevant trends with forecasting. Contributed to and effectively communicated the design language to all product teams within scope that results in a consistent, best-in-class customer experience and perception of the brand.

### Skills

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Tools:	Figma, Adobe Creative Suite, Sketch, Google Analytics, HTML5, CSS5
Design:	Product Design, User Interface, User Experience, Interaction Design, Wireframing, Prototyping
Other:	Design Sprints, User Research, User Journey mapping, Usability Test, Visual Design
Soft Skills:	Problem Solving, Teamwork, Strong Communication, Willingness to learn.

### Education

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Humber	Toronto, Canada
Post – Graduate Diploma in Design	2 years
SCET	Gujarat, India
Diploma + Advance Diploma in Design	April 2013 – May 2017(4 years)

### Work Experience

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Scotia Bank	Toronto, Canada
Product /Content Designer	Jan 2023- Till Date (10 months)

- Gathering and evaluating user requirements in collaboration with product manager.
- Develop a content strategy that aligns with the overall user experience and product objectives.
- Ensure that content is clear, concise and supports user goals and tasks.
- Optimize content for search engines (SEO) to improve discoverability of the product.
- Advocate for the importance of content is the user experience and the design process.
- Collaborated with the stakeholders and engineering team to design low fidelity, high fidelity, and prototyped mockups to acquire vendors for different gifting experiences.
- Driving the development and communication of clear design guidelines, patterns, libraries, and assets.
- Re-designing existing UIs to better adapt Android and iOS devices.
- Creating wireframes, site maps, flow diagrams and hi-fi interactive prototype. under direction of senior designer.
- Created the digital repository for the digitization of the disbursal of loan and credit cards.
- Design and implemented web based, mobile, and dashboards, user interface using Sketch.
- Devised the design system to help the team achieve higher efficiency, consistency, and scalability when building digital and technical products.
- Organized and maintained a scalable design library for the UX team using Sketch and other design tools.
- Collaborated with all UX disciplines to run a living design system for primary use by design, engineering, writing, and QA.
- Documented design system components use cases and guidelines for reference.
- Develop Google Analytics Reporting and Analysis for social media sites.
- Assisted developers with basic HTML, CSS basic styling.
- Explore different approaches to solving a specific user problem and then design, test, and provide various solutions.
- Deliver interaction designs from initial concept through to shipping.

- Produce design visualizations to help everyone understand what the best experience should be: information architecture diagrams, storyboards, flows, wireframes, and prototypes.
- Work closely and constructively with product manager, content designer, accessibility team, editors, engineers, and developers to deliver flawlessly.
- Lead complex research at scale employing diverse research methodologies (such as interviews, surveys, usability testing) and appropriate analysis methods.
- Design and conduct studies across key product areas, utilizing methods such as ethnographic/field research, surveys, concept testing, usability testing.

## **Citi Bank**

UX Content Designer

*Toronto, Canada*

*Jan 2020-Oct 2022 (2 year 10 months)*

- Worked as an integral member designing screens/web pages for Citi's in-house Book Building Application.
- Closely collaborated and worked in a team of 40 members consisting of UX UI designers, Front-End developers, Back-end developers, Business Analysts, Product Managers and User Testers.
- Used In Vision and Figma to create new mockups and redesign existing screens according to the business's needs.
- Worked closely with product managers, analysts, and developers to translate software requirements into responsive and efficient designs.
- Develop a content strategy that aligns with the overall product goals, target audience, and brand voice.
- Writing and creating user-centric content for various components of the product, including labels, error messages and instructional text.
- Developed look and feel of UI and ensuring consistent design aesthetic and functionality throughout the product.
- Ensuring that content is clear, concise, and aligned with the user's mental model.
- Understand client needs by participating in or conducting workshops, performing user research, and conducting usability testing.
- Creating content prototypes or wireframes to test content with users and iterate based on their feedback.
- Ensure that content is accessible to users with disabilities and adheres to accessibility standards and guidelines.
- Collaborate with SEO specialists to align content with search strategies.
- Worked with JIRA for issue tracking in an Agile project environment.
- Collaborated closely with a small, tight-knit team in the design ideation process.
- Increase the volume of valuable user insights across the organization.
- Build the infrastructure to democratize the generation and sharing of research insights across our different teams involved in product development and commercialization.
- Work with cross-functional partners on product direction based on research findings. Able to follow-up with partners about implementation to understand how findings are being used.

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## UX UI Designer

### Cover Page

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Dear Hiring Manager,

I am writing to express my strong interest in the UX Content Designer position as advertised. With a solid background in user experience design and a passion for creating exceptional digital experiences, I believe I have the skills and expertise to contribute to the success of your team.

As a UX/UI Designer with of experience, I have had the opportunity to work on a diverse range of projects, from web and mobile applications to interactive interfaces. I possess a deep understanding of user-centered design principles and strive to create intuitive, engaging, and visually appealing interfaces that delight users.

Throughout my career, I have successfully collaborated with cross-functional teams, including product managers, developers, and stakeholders, to ensure seamless design implementation and meet project objectives. By conducting user research, gathering requirements, and conducting usability testing, I have been able to gain valuable insights into user needs and preferences, which I leverage to create impactful design solutions. Furthermore, my proficiency in industry-standard design tools such as Adobe Creative Suite, Sketch, and In Vision enables me to effectively translate ideas into visually compelling designs.

I am also highly skilled 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 create seamless user experiences across multiple devices and screen sizes.

Moreover, I am an excellent communicator and collaborator, adept at 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 excited about the opportunity to join and contribute to its mission of creating innovative and user-centric digital experiences. I am confident that my skills, passion for design, and dedication to enhancing the user experience align well with the requirements of the UX/UI Designer role.

Thank you for considering my application. I have attached my resume for your review, and I would welcome the opportunity to discuss how my qualifications and experiences align with needs in more detail. Please feel free to contact me at your convenience to arrange an interview.

Thank you for your time and consideration.

Sincerely,

Ragini Shirwalkar