Ragini Shirwalkar

UX UI Designer

shirwalkarragini@gmail.com | (647) 819-9298 | Toronto, ON |Portfolio: https://raginis19.github.io/

Professional Overview

With 6 years of experience as a UX Designer, I have established a proven track record as a strategic problem-solver and innovator. I have successfully led the redesign of company websites, revamped both iOS and Android mobile applications, and enhanced the usability of various software platforms. By conducting comprehensive user research and identifying new feature opportunities, I contributed to a 25% increase in customer satisfaction. My expertise in mobile and web UX design will bring significant value to organizations seeking a user-centered approach to product development.

Work Experience

Cloud SynApps
Toronto, Canada

UX UI Designer / Product Designer
Jan 2024 – Present (9 months)

- Worked on federal government projects, including the **Region of Peel and the Government of Ontario.**
- Designed an in-house application called **Hourly** to replace a 3rd-party solution (Ruddr), focusing on developing user- friendly interfaces in **Figma** and creating interactive **prototypes**.
- Collaborated closely with both **internal and external stakeholders** to gather requirements, refine designs, and ensure alignment with business objectives.
- Led the design revamp of the company's website through **WordPress**, implementing a fresh, responsive layout to improve user experience and navigation.
- Executed a user-centric design process for web applications, leveraging Figma and Axure for wireframing, prototyping, and high-fidelity design, ensuring alignment with user research, interaction design, and service design principles.

Scotiabank
Toronto, Canada

UX UI Designer / Product Designer
Jan 2023 – Oct 2023 (10 months)

- Worked on **Wealth Management projects** including **Scotia iTrade** and **Scotia Small Business**, and **Climate Change** focusing on designing user-centric interfaces that support financial decision-making and streamline client transactions.
- Led the **redesign of the Scotia Student Hub**, enhancing the user journey for students accessing financial services and resources. Introduced a modern, responsive design to improve navigation and engagement.
- Conducted **user persona development** and **journey mapping** to better understand the needs of diverse user groups, resulting in optimized user flows and improved client engagement on both investment and educational platforms
- Understanding of **financial concepts** and systems, including how credit and banking services function, ensuring designs meet business needs and user expectations.
- Performed **accessibility audits** and made necessary adjustments to ensure compliance with **AODA** and **WCAG** guidelines, ensuring all users, including those with disabilities, have a positive experience.
- Designed and developed interactive wireframes, prototypes, and high-fidelity design**s** for both web and mobile applications using **Figma** and **Axure**, incorporating user feedback throughout the iteration process.
- Partnered with analytics teams to analyze user behavior and engagement metrics, contributing to continuous improvement in **both B2B and B2C environments.**
- Experienced in working within and pushing the limits of an **established design system**, balancing **flexibility and consistency** across various project scopes and changing priorities.
- Collaborated with developers, project managers, and component teams to ensure seamless execution of design elements, maintaining consistency with design systems, and improving overall usability.

Work Experience

Citi Bank
UX UI Designer

Mississauga, Canada
Sept 2020– Nov 2022 (2 year 2 months)

- Spearheaded the redesign and devised of **Citi Bank's** one of the Wealth management project**, 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 in **Figma and Axure**.
- Implemented responsive design principles, leveraging **HTML 5 and CSS 3**, 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.
- Utilized **JIRA** for issue tracking and collaborated seamlessly with product designers, product owners, and engineering teams throughout the agile product cycle.
- Collaborated with stakeholders to create and share design style guides and component libraries, ensuring consistent design language.
- Improved client relationship management features within **investment platforms**, enabling financial advisors to track client interactions, monitor client goals, and provide personalized investment advice.
- Strong expertise in documentation, Adobe Experience Manager (AEM) and Abstract.
- Experienced in journey mapping and ideation for seamless user journeys and innovative solutions.

Sankalita
UX UI Designer

Gujarat, India
Jan 2018 – June 2020 (2 year 6 months)

- Executed user–centered design web application process involving content writing, possesses a foundational understanding of service design, 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 application in **Figma** and **In-vision**.
- 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.
- Spearheaded the design of captivating email templates, enhancing user engagement by 20% and contributing to a 15% increase in click-through rates.
- Incorporated Design Thinking principles with a specialized focus on Content Design, enhancing user experience and ensuing seamless integration of thoughtful content strategies.
- Beyond product content writing, possesses a foundational understanding of service design, information architecture, journey mapping, wire framing, and usability research.
- Utilized **Figma and Axure** to implement responsive design principles in email templates, enhancing user experience and engagement across various devices.

Education

Humber   *Toronto, Canada*
Post – Graduate Diploma in Design   *Sept 2019 – May 2021 (2 years)*
SCET   *Gujarat, India*
Bachelor's / Autonomous Diploma in design   *June 2013 – April 2017 (4 years)*

Skills

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

Tools: Figma, Adobe Creative Suite, Photoshop, Google Analytics, HTML5, CSS3, Java Script, Wordpress, Salesforce, CRM tool, Axure, Miro.

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.

Projects

Student Hub   *Toronto, Canada*
                                                                                               Jan 2023 – Oct 2023 (10 months)

- 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.
- Applied user-centric design principles to revamp the Student Hub webpage, aligning it with evolving user needs.
- Employed evaluative user research techniques, such as usability tests, to gain actionable insights for informed design decisions.
- Expanded proficiency in these tools to expedite the design process and collaborate with the development team.
- Implemented robust asset management strategies to streamline the design workflow.
- Ensured efficient collaboration with the development team by delivering well-organized design assets.

Climate Change Centre of Excellence   *Toronto, Canada*
                                                                                               Jan 2023 – Oct 2023 (10 months)

- 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.
- Applied advanced skills in Figma and Adobe Creative Suite to conceptualize and execute the redesign, ensuring a modern and user-friendly interface.
- Employed evaluative user research techniques, including usability tests, to gather qualitative data and insights, informing design decisions.
- Synthesized and analyzed research results to derive actionable insights, implementing improvements that positively impacted user engagement and satisfaction.
- Facilitated a better understanding of design intentions and interactions with stakeholders.
- Conducted usability tests to validate design assumptions and gathered feedback for iterative refinement.

Projects

Scotiabank Small Business

Toronto, Canada
Jan 2023 – Oct 2023 (10 months)

- Contributed to the Small Business project, cohort with designers, front and back-end developers, business analysts, QA analysts, and project managers.
- Scotiabank Small Business products and services tailored for small business, such as business accounts, loans, and merchant services.
- Demonstrated a commitment to continuous improvement by iteratively refining the design based on user feedback, analytics, and emerging design trends.
- Implemented streamlined asset management practices for enhanced collaboration within cross-functional teams.
- Produced detailed wireframes that served as a blueprint for the redesigned interface, optimizing layout and interaction possibilities.
- Developed interactive prototypes using Figma to simulate user interactions, facilitating a dynamic and iterative design process.
- Knowledgeable in **native iOS and Android design patterns** and trends.
- Partnered with **analytics and data teams** to assess user behavior, engagement metrics, and **testing outcomes**, continuously refining design solutions based on **quantitative insights**.

Syndicate Book Builder

Mississauga, Canada
Jan 2020 – Oct 2022 (2 year 10 months)

- 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.
- Led the UX strategy for the development of a financial planning app, streamlining the wealth management process for customers.
- Conducted usability testing for **Citi's investment management tools**, identifying and implementing improvements based on user feedback.

HR Downloads

Gujarat, India
Nov 2017 – Jan 2019 (1 year 2 months)

- Helping the team to design an application to replace using multiple third-party tools like Jira, excel and Trello.
- Utilized Sketch's collaborative capabilities to engage team members in real-time design iterations.
- Collaborated effectively with stakeholders, including product managers and developers, to align design goals with business objectives.

WWOCS Project- Government of Ontario

Mississauga, Canada
Jan 2024 – March 2024 (2 months)

- Developed high-fidelity screens and interactive prototypes for the WWOCS (public-facing application forms website) in Figma, collaborating with external stakeholders.
- Conducted user research and design testing to ensure the application met accessibility standards and offered an intuitive experience for a broad public audience.
- Worked closely with developers and government officials to align the design with regulatory requirements and public service objectives.

Projects

Hourly

- Led the UX/UI design for Hourly, an in-house time-tracking application designed to replace the existing third- party solution (Ruddr), ensuring a smooth transition for users.
- Developed detailed wireframes, high-fidelity screens, and interactive prototypes using Figma, incorporating feedback from stakeholders at each phase of the project.
- Collaborated with the development team to ensure the seamless implementation of design elements, conducting regular design reviews and adjustments to optimize user experience.
- Documented the entire design process and created detailed handoff files for developers, ensuring accurate implementation of the design specifications.

NRIP - Region of Peel

- Worked on government projects, including the **NRIP** with the Region of Peel, enhancing public service access and efficiency.
- Led user research efforts to understand the needs of non-resident users, identifying pain points and opportunities for service improvements.
- Designed user-friendly interfaces and service blueprints to optimize the NRIP process, ensuring a seamless experience for both users and internal teams.
- Collaborated with stakeholders and cross-functional teams to implement service improvements based on research findings.
- Delivered clear, actionable recommendations that resulted in improved service delivery and user satisfaction.

Ragini Shirwalkar

UX UI Designer

shirwalkarragini@gmail.com | (647) 819-9298 | Toronto, ON |Portfolio: https://raginis19.github.io/

Dear Hiring Manager,

I am writing to express my avid interest in the UX/UI Designer position as advertised. Armed with 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 have led the design of diverse projects, including web and mobile applications, resulting in a 30% increase in user engagement. I have applied profound user-centered design principles to create interfaces that not only meet but exceed user expectations, contributing to a 25% improvement in overall user satisfaction. Additionally, my expertise has led to advancements in streamlining design processes, resulting in a 20% reduction in project timelines.

I am also proficient in creating wireframes, interactive prototypes, and high-fidelity mockups, which I use to communicate design concepts and iterate on solutions. My strong understanding of information architecture and responsive design principles allows 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/