

# Ragini Shirwalkar

## UX UI Designer

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

## Professional Overview

With 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.

## Work Experience

### Jevco Insurance

UX UI Designer / Product Designer

*Toronto, Canada*

*Nov 2023 - March 2024 (5 months)*

- Develop intuitive and engaging user experiences for Jevco Insurance's digital platforms, including websites, mobile apps, and internal systems.
- Collaborate with cross-functional teams, including product managers, developers, and marketers, to understand user needs and business objectives.
- Conduct user research, including user interviews, usability testing, and data analysis, to inform design decisions and identify opportunities for improvement.
- Create wireframes, prototypes, and design mockups to communicate design concepts and user flows effectively.
- Translate user insights and business requirements into user-centered design solutions that balance user needs, business goals, and technical constraints.
- Designed wireframes, site maps, flow diagrams, and hi-fi interactive prototypes under the guidance of senior designers, ensuring alignment with project goals.
- Iterate on designs based on user feedback, usability testing results, and analytics data to continuously improve the user experience.

### Scotiabank

UX UI Designer / Product Designer

*Toronto, Canada*

*Jan 2023 - Oct 2023 (10 months)*

- Developed and maintained a library of reusable email templates, optimizing efficiency and ensuring a consistent brand image across various communication channels.
- 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.
- Strong understanding of collaboration tools, particularly proficient in navigating collaboration suites like Slack.
- Proficient in UX writing, content design, content strategy, technical writing, and related areas.

# Work Experience

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## Citi Bank

UX UI Designer

Mississauga, Canada

Sept 2020- Nov 2022 (2 year 2 months)

- 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.
- Employed expertise in UX software, including Invision, Sketch, Adobe Creative Cloud, and Zeplin.
- 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.
- Crafting and refining written content with an exceptional grasp of grammar, syntax, and style, prioritizing clarity using plain language principles.

## 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 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.
- 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.
- Implemented responsive design principles in email templates to ensure a seamless user experience across various devices, enhancing accessibility and engagement.

# Education

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## Humber

Post – Graduate Diploma in Design

Toronto, Canada

Sept 2019 – May 2021 (2 years)

## SCET

Bachelor's / Autonomous Diploma in design

Gujarat, India

June 2013 – April 2017 (4 years)

## Skills

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

**Tools:** Figma, Adobe Invision, Adobe XD Sketch, Google Analytics, HTML5, CSS3, Java Script, Axure, Zeplin, 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.

## Projects

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### 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.
- Leveraged advanced features of Figma, InDesign, and Sketch to create visually appealing and user-friendly interfaces.
- 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.

## Projects

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### 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.
- Synthesized and analyzed test results to make data-driven improvements, enhancing overall usability.
- Created comprehensive user flows, wireframes, and interactive prototypes to visualize and communicate design concepts effectively.
- Integrated asset management best practices into the design process, ensuring efficient handling of visual elements and optimizing page performance.

# Projects

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## 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.

## 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.

## Hospitality Management System

*Gujarat, India*

*Nov 2017 - Jan 2019 (1 year 2 months)*

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

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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/>