

Rutuja is a Frontend developer and product designer, previously worked at [Tata consultancy services](#) and a volunteer at [IndiaFOSS](#). For details please visit- <https://rutujakelkar.com/>. For project details- <https://github.com/Rutuja-Kelkar>.

Tools and technologies : HTML, CSS, Javascript, SQL, MYSQL, UI UX design, Figma & Web development.

Work Experience

Tata Consultancy Services (Marketing technology team)

Bangalore, Oct 2020–Present

Developer- Anti money laundering campaign data -KYC

- Developed data import and email html for AML e-KYC which helped the client for business communications with their customers classified as high/medium risk for AML obligations every 12 months or 3 years.
- Tools & technologies used - adobe campaign,HTML, SQL, SFTP, jira, confluence.

Developer & QA- Home loan retention model resulting in identifying customer churn rate using elula services

- Developed & tested data load - import / export workflows with elula integration which resulted in obtaining customer churn performance - ranked for most likely to least likely to refinance for home loan product.
- Tools & technologies used - adobe campaign, HTML, SQL, SAS DI, SFTP, jira, confluence.

Commenda - Fundraising and compliance made simple for Indian founders- <https://www.commenda.io/> Remote, May 2022

- Responsible for designing the founding stage onboarding 4 UI screens for commenda's web application.
- Commenda successfully raised seed funding using my design & prototype which helped kick start their venture.
- Project link - [Commenda web UI screens](#). Tools & technologies used - figma, chakra UI, github, vercel.

iServeU - Digital financial customer experience infrastructure- <https://iserveu.in/>

Remote, Jan 2022

- Responsible for designing 20+ mobile and 20+ web screens for financial services like recharge, mATM, AEPS,DMT.
- IserveU moved from analysis to development stage within a span of 3 weeks using my designs.
- Project link - [IserveU prototype link](#). Tools & technologies used - figma, design thinking.

Projects, open source contributions and talks

Don't do it - <https://github.com/Rutuja-Kelkar/dont.do.it>

- A basic tool, to help you take life's major and long term decisions around 3 basic life's pillars(Health, wealth and relationships). It helps me, it will help you too! Please check my github for the project [link](#).

Leverage - [b2b SaaS marketing automation tool](#)

- Designed a b2b SaaS marketing automation tool for multichannel enterprise marketing solutions. This project was presented at <https://fossunited.org/> (bangalore dec 2022 meetup at Razor pay pvt ltd).

Digi info - [Digi info](#) - A platform to bridge the skill gap between college and the present industry. (founding experience)

Bitcoin design - <https://bitcoin.design/>

- Designed and implemented UI code home page header image - [issue link](#).

Recent talk - on "User interface design for web and mobile application"

- Talk was addressed to Eng. students at CMRIT Engg college, Bangalore on 10th dec 2022.
- Delivered talk was on point and led to conversion for UI UX workshop conduction at CMRIT- [see student's feedback](#).

Education

- B.E, Electronics and communication, Jain college of engineering, Karnataka, India,
- Science PU, GSS PU college, Karnataka, India
- St. joseph's convent high school, Karnataka, India

2016–2020
2014–2016
2014