

# RITU KULSHRESTHA

## UX Designer

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### SUMMARY

UX Designer with 1 year of experience in web and mobile app design, passionate about creating intuitive and engaging experiences. Skilled in Figma, Notion, Photoshop, Illustrator, and InDesign. Built a design system that reduced developer handoff time by 50% and improved collaboration with interactive prototypes, cutting miscommunication by 35%. I love simplifying complex user journeys, making products more accessible, and bringing stories to life through design.

### EXPERIENCE

#### Sosimtech, Bangalore

##### E-com Suite

2025 Present

eComSuite is an AI-powered, all-in-one e-commerce platform designed to help Amazon sellers streamline and optimize their online selling experience. It offers a comprehensive suite of tools to enhance various aspects of e-commerce operations, enabling sellers to achieve sustainable growth on major marketplaces.

- Breakdown Statement of Work to analyze needs of the product.
- Designed intuitive user pathways that guide users through the product, helping them discover key information effortlessly.
- Streamlined navigation and dashboard design, optimizing decisionmaking for sellers.
- Developed a design system, reducing developer handoff time by 50% and ensuring consistency.
- Did user research to figure out the pain points and make the workflow smoother.
- Designed intuitive web interfaces, enhancing usability and engagement.
- Created interactive prototypes, minimizing development miscommunication by 35%.
- Communicated design decisions to the client and integrated their feedback into the final product.

##### Will Wallet

2024 2025

Will Wallet is a fintech platform simplifying digital will management, allowing users to securely create, manage, and share their estate plans.

- Redesigned the onboarding flow to eliminate friction and guide users seamlessly through estate planning.
- Enhanced dashboard usability by structuring financial insights and key actions for better accessibility.
- Developed a beneficiary invitation model, ensuring smooth collaboration between users and legal executors.
- Designed a data visualization framework for tracking assets, simplifying complex financial information.
- Established a design system, streamlining UI consistency and improving developer efficiency.
- Collaborated cross-functionally to align UX with legal compliance, ensuring user-friendly execution of digital wills.
- Reduced user drop-offs by 40% during onboarding and improved developer handoff efficiency by 50%.

##### E-clinic

2024

eClinic is a B2B, B2C, and B2B2C digital healthcare platform offering a seamless one-stop solution for appointment booking, diagnostics, ambulance services, medical tourism, and pharmacy deliveries. It connects patients, hospitals, clinics, and healthcare providers, ensuring efficient, accessible, and tech-driven medical services.

- Brand Visual Identity
- Mobile and Web UI Design
- Admin Dashboard Information Architecture

### EDUCATION

#### Master's in UX Design

Vivekananda Global University, Jaipur

2023 Present Rajasthan, India

#### Bachelor's in Interior Design

Manipal University

2017 2021 Rajasthan, India

### STRENGTHS

#### Strategic Planning

Strategic planning of projects and timelines to define work and product scope led to a 35% increase in efficiency.

#### Collaboration

Worked closely with cross-functional teams to drive project success, leading to a 45% increase in team productivity.

#### Documentation

Documentation helps teams stay aligned, improve efficiency, reduce communication gaps.

### SKILLS

User Research Design Thinking

Usability Testing Heuristic Evaluation

Design Strategy & Execution

Agile Product Development UI Design

Design Documentation

Data-Driven Design Design Systems

Micro interactions Wireframing

Prototyping Branding

### TOOLS

#### Figma



#### Miro



## KEY ACHIEVEMENTS

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### Client Retention

Achieved a client retention rate of over 90% throughout my career, demonstrating my commitment to client satisfaction.



### Brand Visibility

Increased brand visibility in a competitive market

## TOOLS

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### Notion



### Confluence



### Adobe Photoshop



### Adobe Indesign



### Adobe Illustrator



## VOLUNTEERING

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### Researcher & Strategist

#### DesignKul

Strategize based on feedback to enhance member experience and collaborating to invite guest speakers for insightful discussions.

### Core Community Member

#### Robin Hood Army

Strategize & Execute Campaigns Plan food distribution drives, awareness campaigns, and fundraising initiatives.