

RITU KULSHRESTHA

UX Designer

📞 91 8955765999 ✉ ritukulshrestha061@gmail.com 🔗 [linkedin.com](#) 📍 Jaipur, India

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-clinix

📅 2024

eClinix 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

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Strategic Planning

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

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Collaboration

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

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Documentation

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

SKILLS

User ResearchDesign Thinking

Usability TestingHeuristic Evaluation

Design Strategy & Execution

Agile Product DevelopmentUI Design

Design Documentation

Data-Driven DesignDesign Systems

Micro interactionsWireframing

PrototypingBranding

TOOLS

Figma

Miro

KEY ACHIEVEMENTS



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

Notion



Confluence



Adobe Photoshop



Adobe Indesign



Adobe Illustrator



VOLUNTEERING

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.