

Ritika Bajaj

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LinkedIn: <https://www.linkedin.com/in/bajajritika> | Portfolio:

I'm a UX/UI Designer interested in crafting effective design solutions to create meaningful user experiences. A motion design background coupled with strong research skills and an eye for modern design principles, makes me a valuable addition to any team.

Skills and Tools

Skills: Low to High Fidelity Design & Prototyping, Persona Development, Storyboarding, Wireframing, User Research & Analysis, Usability Testing, Responsive Web Design, Affinity Diagram, 2D/3D Animation, Compositing

Tools: Figma, Miro, Adobe creative suite (Photoshop, Illustrator, After Effects, Premiere), HTML (basic), CSS (basic), MS office, Google Docs

Projects

Website 2021 | <http://regencydigital.com>

- Sketched, prototyped, and designed a multipage website based on stakeholder requirements
- Collaborated with a copywriter and developer to bring the website to life
- Conducted internal testing and gathered feedback to make iterative design changes to improve the user experience
- Added engaging 2D and 3D animations in the form of videos and GIFs to enhance the overall visual appeal of the website

Website 2022 | <https://coolerai.com>

- Sketched, prototyped and designed this mobile responsive website
- Conducted A/B testing to evaluate various design options
- Selected optimal design based on results
- Continuously iterated design prior to developer handoff.
- Created all graphics, including the logo, for a single-page website at coolerai.com
- Produced engaging 2D and 3D videos and GIFs to enhance the overall visual appeal of the website

Website 2023 | [Journey to diversity workplaces](#) (Volunteer)

- Collaborate with the UX design team to revamp their website.
- Conducted user interviews, identify the pain points, problem statement and designed the product according to findings.
- Presented wireframes, high-fidelity screens and design prototype to stakeholders for feedback.

Work Experience

Regency Digital Media
Creative Head

Jan 2021 - Present
Toronto, Canada

- Conceptualize and design their websites regencydigitalmedia.com and coolerai.com along with the logos.
- Work closely with developers and copywriters to ensure seamless integration of design and functionality.
- Conduct research and internal testing to improve the experience and optimize design based on the requirements of stakeholders.
- Managed multiple projects simultaneously, ensuring they were delivered on time and within budget.
- Developed and maintained relationships with clients, providing regular updates on project progress and results.
- Creating videos for client demonstrations, events, and promotions.
- Created motion ads for products installed in stores in New Zealand, which are currently being displayed.

A9 Studio
Senior Graphic Designer

Jan 2018 - Jan 2021
Faridabad, India

- Provided a proposal layout and design for high-impact client well deliver product on time.
- Established trusting relationships with key stakeholders
- Animated Video content for the social media platforms, OOH media. exhibition stalls, corporate meetings, Pop (Point of Purchase) stands and market displays.
- Consulting and Co-coordinating with the clients to determine the overall virtual appearance of their products.

Information TV Private Limited (India News Channel)

Nov 2010 - Jan 2018

Promo Graphic Designer**Noida, India**

- Working daily and directly with creative directors, project managers, and producers on project requirements, scoping, ideation, creation, and delivery.
- Responsibility of maintaining On-Air Branding of the channel and ensuring that the brand guidelines are creatively met.
- To create and composite 2D graphics for promos, channel packaging as well as commercial clients..

Education

Certificate in UX/UI Design

Bootcamp, University of Toronto

2022-2023

Post Graduate Diploma in Management (PGDM) - Marketing

IMT, Ghaziabad, India

2015-2017

Advanced Diploma in 3D Animation and Visual Effects

MAAC, Delhi, India

2008-2009

Bachelor of Journalism & Mass communication

Guru Gobind Singh Indraprastha University, Delhi, India

2005-2008