






Nitish Kumar Rikhi

Tech Lead – UI/UX Designer | 12+ Years | AI-Driven Design Expert

Creative and forward-thinking UI/UX & Multimedia Design Lead with 12+ years of experience building digital experiences across mobile, web, SaaS, and multimedia platforms. Adept at blending design thinking with emerging technologies to deliver intuitive, scalable, and visually impactful interfaces.

A passionate advocate for AI-integrated workflows — using tools like ChatGPT, Midjourney, and SORA for ideation, storytelling, prototyping, and content creation. Proven leadership in managing cross-functional teams, aligning product vision with user needs, and delivering design systems that support brand and business goals.

 Bengaluru  +919988613249  nitish8055@gmail.com

 [rikhi8055](#)  [Nitish Rikhi](#)

Experience

SourceFuse Technologies

Tech Lead – Multimedia Designer

Mohali

Sep 2020 – Present

- Directed UI/UX design initiatives for enterprise-grade mobile and web applications across multiple verticals.
- Conducted user research, journey mapping, and developed user flows to inform design strategy.
- Delivered low-to-high fidelity wireframes and interactive prototypes using **Figma, Sketch**, and **Adobe XD**.
- Built and maintained scalable **design systems** and component libraries to ensure consistency and reusability.
- Created multimedia deliverables including **social creatives, LinkedIn Ads, eBooks, whitepapers**, and **video graphics**.
- Integrated **AI-powered design workflows** using tools like **ChatGPT, Midjourney, SORA**, and **Adobe Firefly** for ideation, prototyping, and visual storytelling.
- Collaborated with cross-functional teams (Product, Dev, QA) to ensure seamless design-to-dev handoffs and pixel-perfect implementation.
- Delivered impactful work on major projects:
 - HeyHorse** – SaaS platform for equestrian management (UI/UX + web design)
 - ARCMOD.ai** – AI product landing page and branding design
 - SourceFuse Website** – Full redesign for mobile & desktop
- Mentored junior designers, conducted reviews, and fostered a culture of experimentation and design thinking.

 <https://www.sourcefuse.com/>

Quark Software Inc.

Senior UI/UX Designer

Mohali

Jun 2019 – Sep 2020

- Spearheaded user experience design across Quark’s software tools and corporate website.
- Developed wireframes, UI components, and responsive layouts using **Figma, Sketch**, and **Photoshop**.
- Led branding and marketing asset creation, including landing pages, product promotions, and campaign graphics.
- Partnered with front-end developers for pixel-perfect handoff and smooth implementation.
- Utilized **persona development, heuristic evaluations**, and **usability testing** to validate design decisions.

 <https://www.quark.com/>

SourceFuse Technologies

Tech Lead – Creative Designer

Mohali

Feb 2014 – Jun 2019

- Managed visual design, branding, and interaction patterns for mobile apps, games, and smart devices.
- Designed UI for Apple Watch, Android Wear, and mobile-first products with a focus on **responsive design**.
- Created **motion graphics, storyboards**, and **promotional content** using **After Effects** and **Illustrator**.
- Implemented **microinteractions** and animation systems to elevate UI feedback and engagement.
- Worked in **Agile/Scrum** environments, collaborating via **Jira, Confluence**, and **Notion**.
- Advocated for accessibility (WCAG) and responsive UI in all digital products.

 <https://www.sourcefuse.com/>

Projects

HeyHorse – Equestrian App (UX/UI + Web Design)

Complete UX/UI design + web interface

Designed the complete UI/UX flow for HeyHorse, a SaaS app that helps horse trainers manage schedules, lessons, and client communication. Delivered mobile-first wireframes, user flows, and a responsive web interface using Figma.

Converted high-fidelity designs into a development-ready Webflow handoff.


saas, mobile ux, equestrian app, figma, web design, client scheduling, responsive ui

SourceFuse Corporate Website

Website redesign for mobile + desktop

Led the redesign of SourceFuse’s web presence. Focused on clean UI, mobile responsiveness, and smooth user journeys. Delivered scalable UI components, design system updates, and collaborated closely with developers on pixel-perfect implementation.

responsive web, ui/ux, corporate design, web components, landing page, figma


 <https://sourcefuse.com>

ARCMOD.ai – AI Product Landing Page

Branding, promo graphics, and UI design

Designed a sleek, conversion-focused landing page for [ARCMOD.ai](#), an AI-driven analytics platform. Crafted promotional banners, social creatives, and homepage layout using Figma and Illustrator. Integrated AI-generated visuals using Midjourney.

landing page, ai tools, branding, figma, midjourney, product design, hero section


 <https://www.arcmod.ai/>

SourceFuse Designer Portfolio Hub

Internal designer portfolio manager

Created a centralized platform for all internal designers to showcase their projects. Designed the UX flow, cards, layout, and visual hierarchy. Helped align internal branding and improve design team visibility.

nternal tool, ux flow, portfolio system, web ui, design showcase, team hub

 <https://design.sourcefuse.com/>

Kudzoo – Student Reward App (Redesign)

Gamified education app UI refresh

Redesigned core UI elements for the Kudzoo app, a gamified student rewards platform. Enhanced visual engagement with color strategy, iconography, and animation cues. Focused on better onboarding UX and gamification flows.

mobile app, gamification, student rewards, visual design, onboarding ux, kudzoo

Education

MAAC

Diploma in VFX

2014

Punjab Technical University

B.Tech in Electronics & Communication

2012

Skills

Figma

Expert in wireframing, prototyping, and design systems for web and mobile apps.



figma, ui design, ux design, prototyping, design systems

User Research

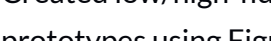
Conducted interviews, surveys, and usability tests to drive design decisions.



user research, interviews, usability testing, personas, empathy mapping

Prototyping & Wireframing

Created low/high-fidelity wireframes and interactive prototypes using Figma, XD, and Sketch.



wireframing, prototyping, figma, adobe xd, sketch, ux process

Visual Design (UI)

Expertise in layout, color theory, typography, and responsive UI for mobile and web.



ui design, visual design, typography, color theory, responsive design

AI Tools for Design

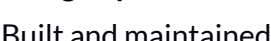
Used ChatGPT, Midjourney, and SORA for ideation, storytelling, and visual inspiration.



ai design, chatgpt, midjourney, sora, generative design

Design Systems

Built and maintained reusable component libraries for scalable design workflows.



design systems, figma libraries, reusable components, ui patterns

Adobe Creative Suite

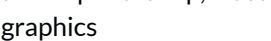
Skilled in Photoshop, Illustrator, After Effects for multimedia and visual design.



adobe photoshop, illustrator, after effects, multimedia, graphics

User Flows & Journey Mapping

Created user flows and journey maps to define seamless user experiences.



journey mapping, user flows, ux strategy, information architecture

HTML & CSS (Basic)

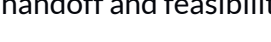
Basic understanding of front-end to support UI handoff and feasibility.



html5, css3, responsive design, front-end, ui dev

Motion Design / Microinteractions

Created animated elements and transitions for engaging UX in After Effects.



motion design, microinteractions, animation, after effects

Interests

Creative Exploration with AI

generative ai, midjourney, sora, ai design, design automation, Midjourney

UX Trends & Product Thinking

design systems, ux strategy, user-centered design, product design

Motion Design & Microinteractions

after effects, microinteractions, motion ui, animation, transitions

Design Mentorship & Portfolio Building

mentorship, designer community, portfolio reviews, behance

Tech & Digital Product Reviews

tech trends, product critique, ux feedback, design evaluation

Photography & Visual Storytelling

visual thinking, framing, composition, adobe lightroom, storytelling

Gaming UI/UX Inspiration

game design, gamification, mobile games, user flow, onboarding UX

Smartwatch & Wearable Interface Design

wearable ui, iwatch, android watch, tiny interfaces, responsive design

Certifications

Google UX Design Certificate

Coursera

Feb 15, 2024

Google AI Essentials

Coursera

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Languages

English



Hindi



Punjabi

