



RITIKA | RAMESH

DESIGN PORTFOLIO

ABOUT

Hi, I'm Ritika!

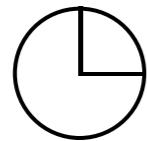
I'm a **UX Designer** passionate about building accessible software and bridging the gap between digital experiences and human empathy.

My main goal is to help people build better and meaningful digital products! With my background in UI/UX design, I value hands on processes through a human-centric design approach. From early-stage prototyping to building high-fidelity designs, I work to increase brand's and product's user experience.

Currently Designing @ Zelle®!

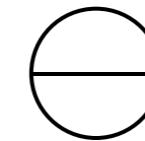
WHAT I DO

DESIGN, BUILD, AND REACH MY FULLEST DESIGN POTENTIAL



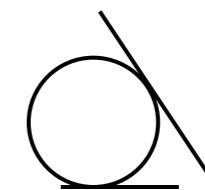
DISCOVER

Research
UX Strategy
Brainstorm & Organize Ideas
Collaborate



BUILD

UI/UX Design Principles
Wireframing/prototyping
Illustration
Visual Design



CHALLENGE

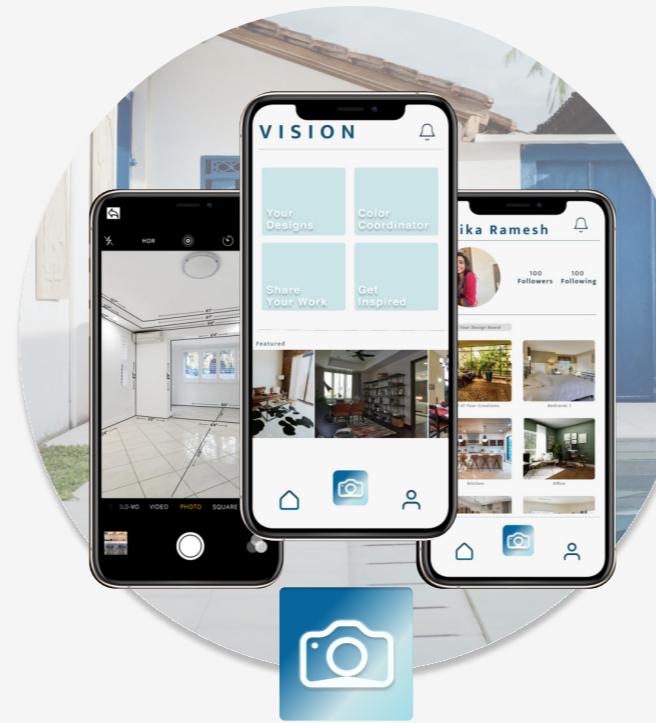
Solve Problems
User Testing
Understand Product Complexity

MY PROJECTS

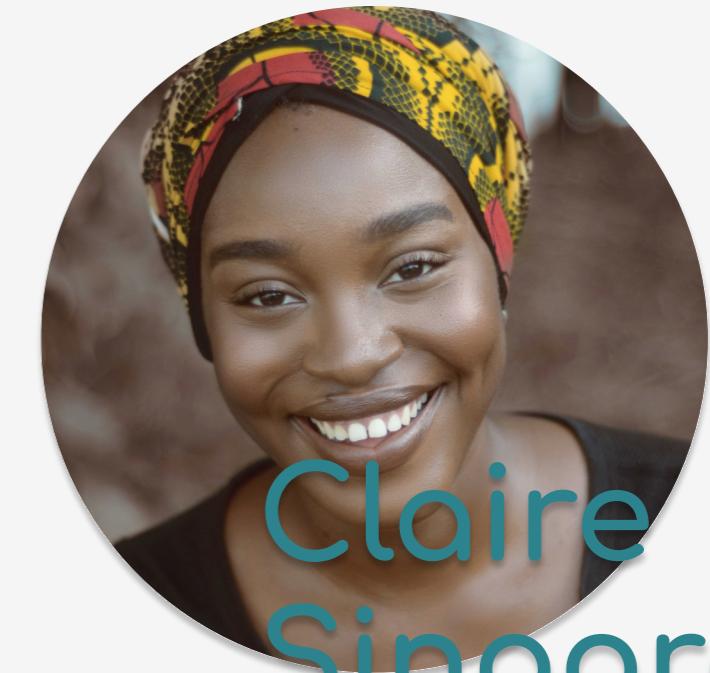
This portfolio features three of my key projects.
Feel free to click and navigate directly to the one
that piques your interest!



Empowering healthcare decisions with
user-friendly family management.



Transform your interior design dreams into
reality with ease and precision.



Designed a website for a fictional children's
author, showcasing her books and events
alongside earning second place in ASU's
Graphic Information Technology - Digital
Products competition.



ForHealth

About

ForHealth is a mobile healthcare application aimed at enhancing individual health care decision-making by providing users with greater autonomy and convenience. This user-friendly app is both free and easily accessible, allowing families to conveniently manage and track their entire healthcare schedule in one place.

Typography

Title Text: Red Hat Display Bold

Title Body Text: Red Hat Display Medium

Body Text: Red Hat Display Regular

ForHealth

Color Palette



#669090



#A40000



#FFFFFF



#000000

Researchers

Ritika Ramesh

Johna Yolo

Christopher Cleveland

Cole Harris

*My contributions were: Research Plan, Research Overview, Task Difficulty, Final Prototype, and Final Video

Links to Research

[Website Portfolio: ForHealth](#)

[Behance](#)

ForHealth

User Persona: Sarah



Age: 35

Work: Customer Service Employment

Family: Single, 2 kids

Location: Phoenix, AZ

Meet Sarah, a dedicated single mother of two, courageously juggling the responsibilities of childcare and running her household all on her own. Sarah's daily routine is a whirlwind of managing her kids' daycare, fulfilling work commitments, and keeping her home in order. When illness strikes, Sarah seeks prompt, cost-effective, and easily accessible healthcare solutions to safeguard her family's well-being and maintain the stability of her busy life.

Goals:

- Spend less time searching for answers
- Know her coverage, copay, and other payment options
- Find local facilities
- Organize platform to manage all things health and insurance

Her frustrations:

- Health plans are complicated
- Misunderstandings about coverage

Motivation:

Cost:

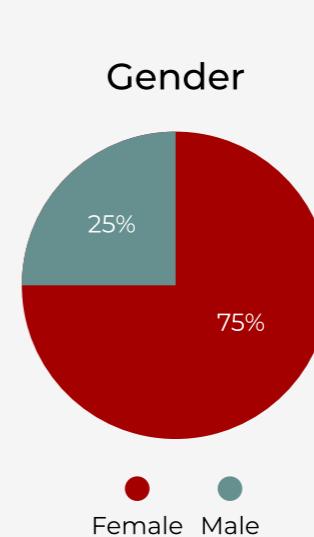
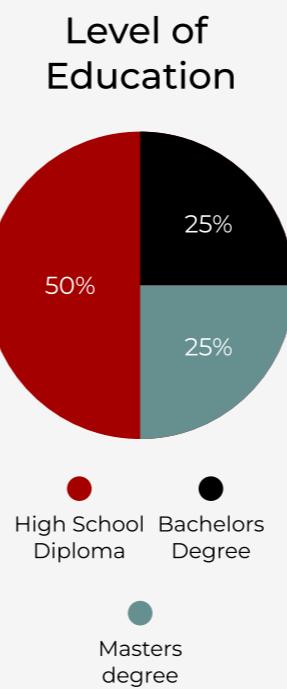
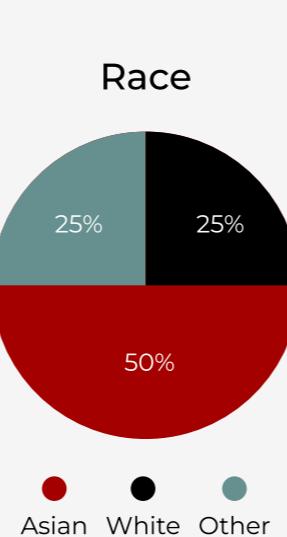
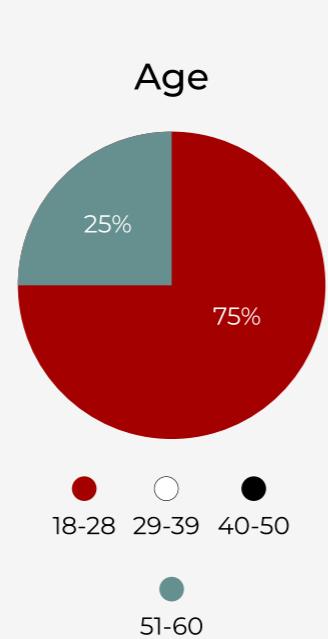
Convenience:

Features:

ForHealth

Research Overview

- Research studies were held in the participants home between the dates of November 15th-19th
- 20 Minute 1 on 1 sessions held with one member of the research team
- Prototypes were executed using researcher provided Apple or Android mobile phone
- After each task, participants indicated their perceived ease of use using a 5-point Likert scale.
- Each task began at the home page



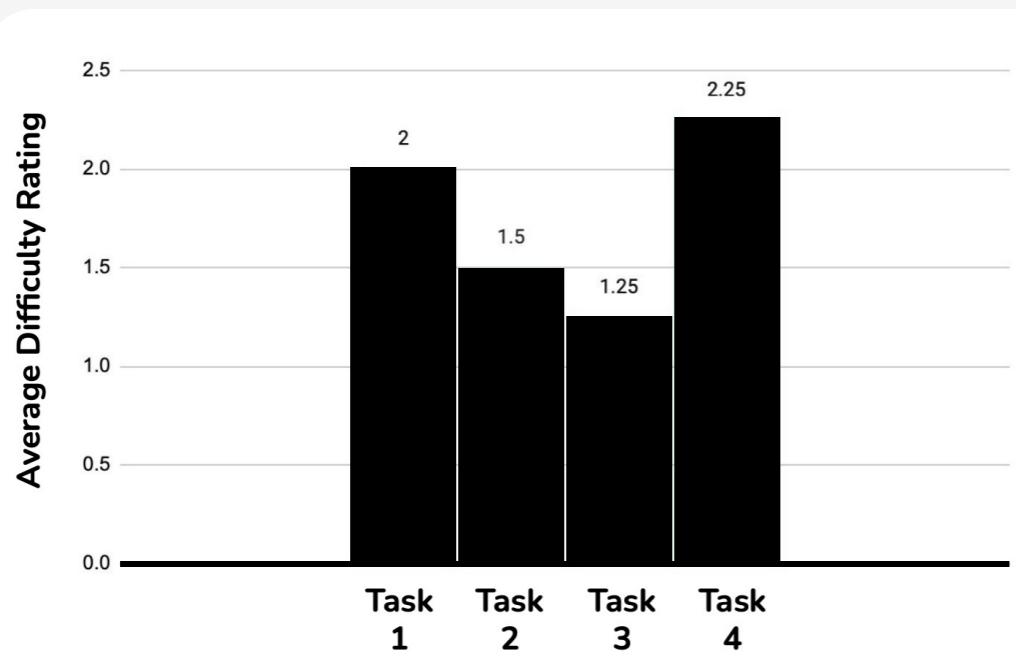
*All participants were prospective ForHealth members.

Participant Overview

- The study had 4 participants with ages ranging ages 22-53. There were 3 Females and 1 Male.

ForHealth

Task Difficulty



- Task 4, finding a new doctor, was identified as the most difficult task with an average difficulty rating of 2.25.
- Task 3, checking appointment details, was identified as the least difficult task with an average difficulty rating of 1.25.

Customer Inputs

Participants were asked to complete the following tasks on the ForHealth app:

Task 1: Booking an appointment

"It seemed like I didn't get a lot of choices for appointment dates and times when booking."

"There was no date function and all the options looked like they could be clicked"

Task 2: Cancel an Appointment

"may have been easier to find as a stand-alone feature"

"Cancel appointment seemed to end abruptly with no cancel confirmation"

Task 3: Check Appointment Details

"The calendar was confusing"

"No problems"

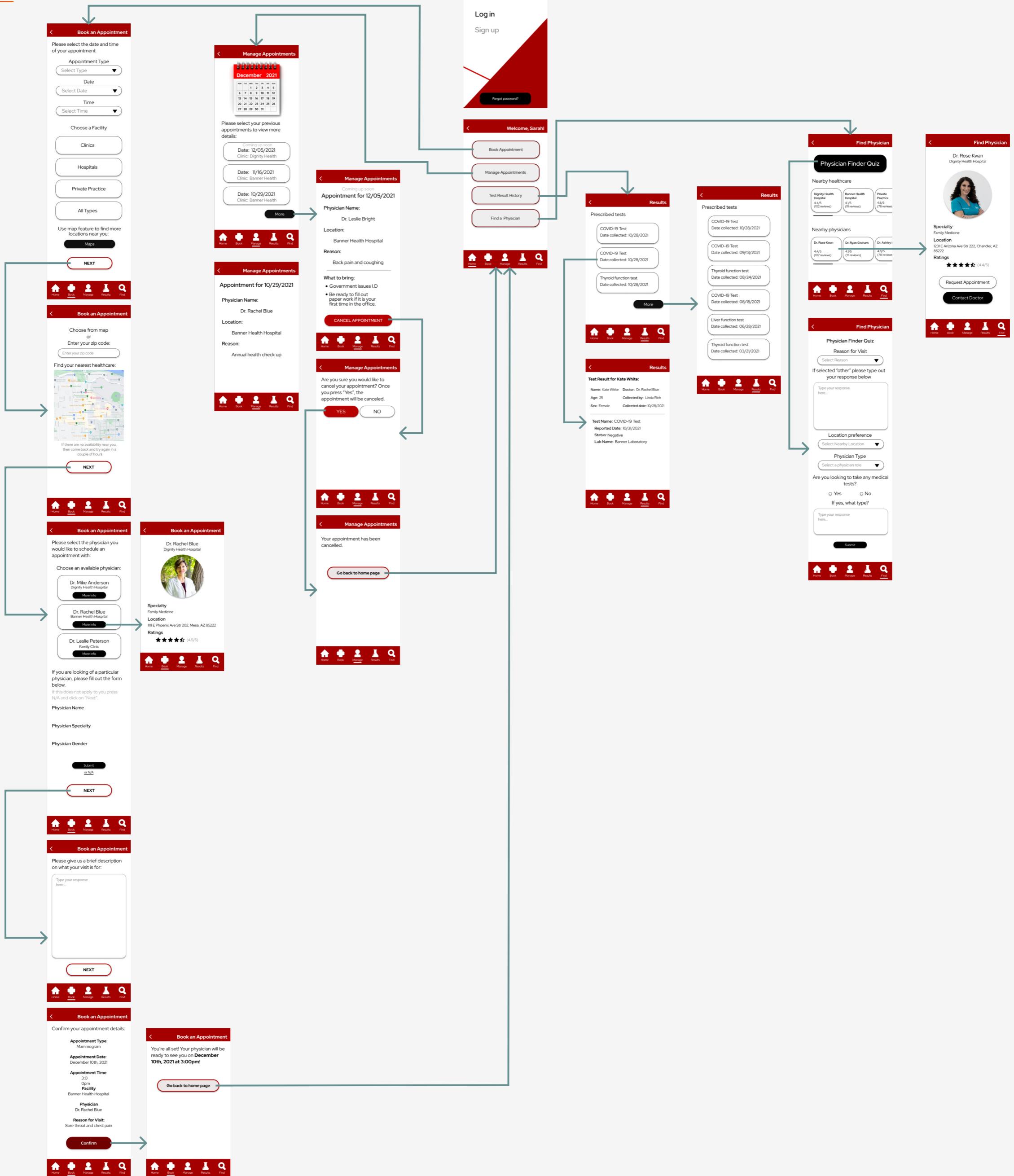
Task 4: Find a New Doctor

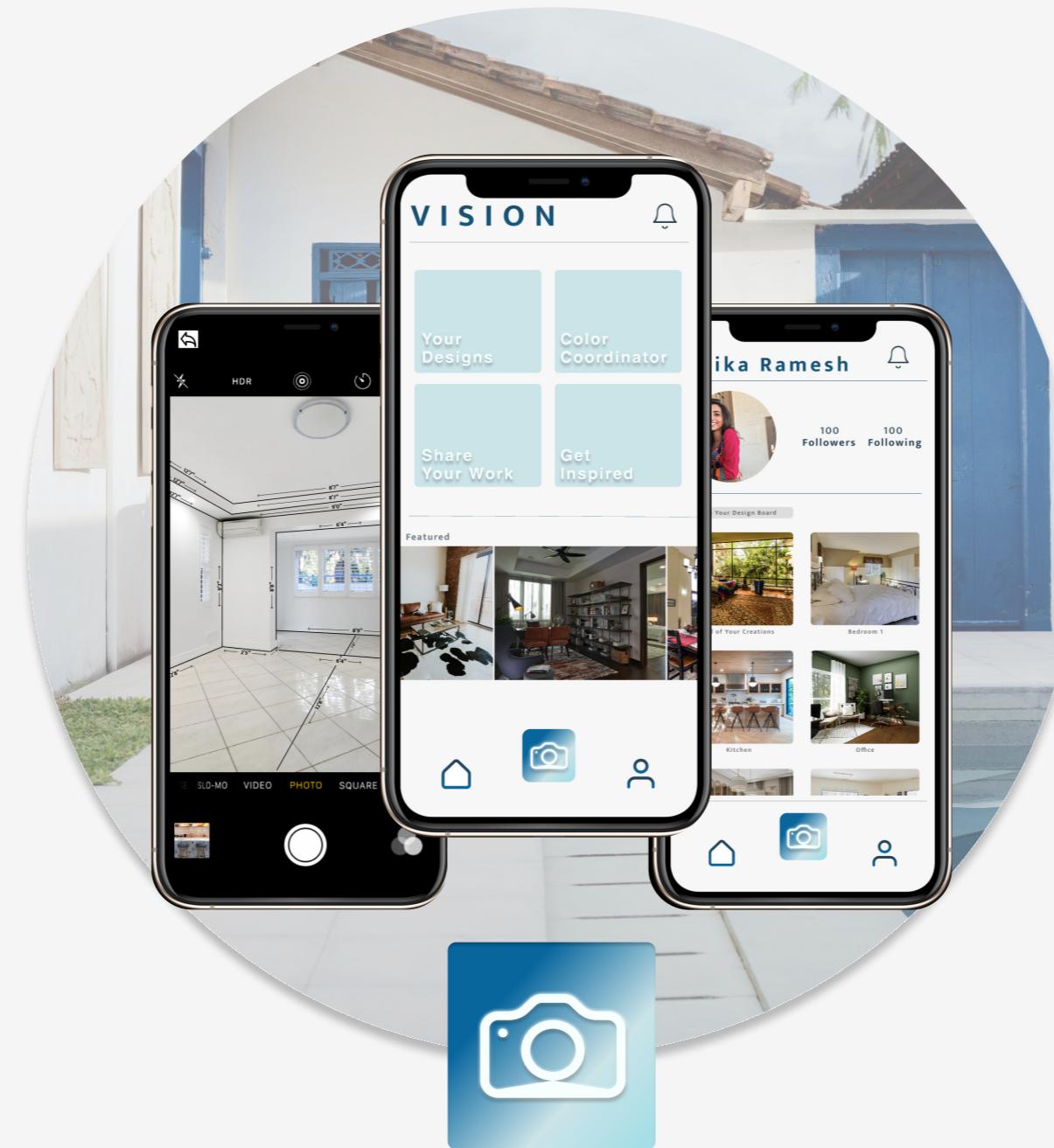
"There was no options for specialization or to search for a specific physician or filters"

"I was curious about selecting the physician finder quiz"

ForHealth

Final Design





VISION

Vision

About

Vision is an augmented-reality mobile app designed to assist individuals facing challenges in transforming their imaginative ideas into reality. This application targets a broad audience, from new home buyers and home renovators to, in the future, professional architects and interior designers. Its primary focus is to empower users to effortlessly bring their interior design visions to life, providing them with the unique capability to visualize their concepts in their actual living spaces. Ultimately, the app's objective is to offer users a platform where they can create and reference their projects, simplifying the process of translating their creative ideas into reality.



Typography

Title Text: Ek Mukta Bold

Title Body Text: Ek Mukta Regular

Body Text: Helvetica

Color Palette



#F7F7F7

#F6FFFF

#CBE4E8

#A5DEE7

#4FACE2

#08669D

#284150

Links to Research

[Website Portfolio: Vision](#)

[Behance](#)

Vision

Research and Application

According to Nir Eyal, author of Hooked, users need incentives to use a product. This means creating a product with the hooked cycle: trigger, action, variable reward, and investment.

Trigger	Something that prompts consumers to take an action to use the product. (EXTERNAL TRIGGER)
Action	To promise a reward to consumers
Variable Reward	After taking the action, the user gains something useful. Rewards need to be a variable in order to hook a consumer into a cycle and form a habit. Otherwise the consumer starts anticipating the reward and will start to lose interest and wont come back to the product.
Investment	Users need to have a personal contribution. Its been shown that we value our own work more than its actually worth. This means a consumer's investment in a product increases its value disproportionately. This is called the IKEA effect

Vision

Feature Incentives

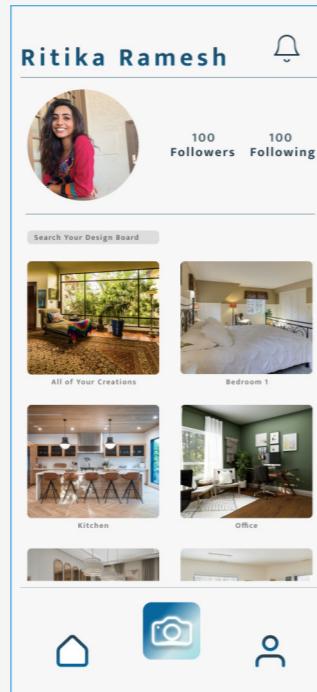
Here are some incentives behind each function:

Camera



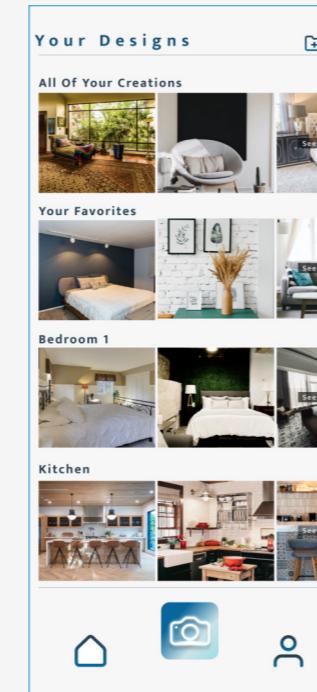
A camera function that captures room dimensions with precision, ensuring that furniture, decorations, and other elements can be seamlessly accommodated within the space.

Profile



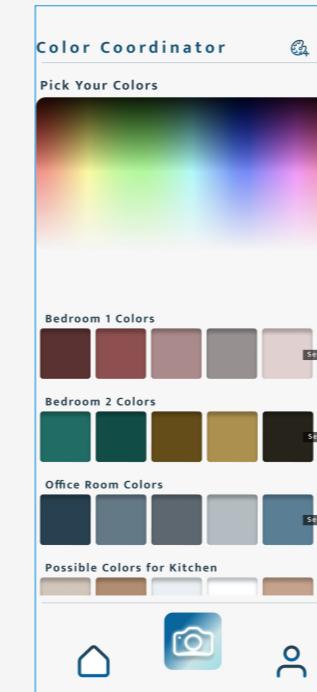
User profiles within the app will remain private and visible only to the account holder. While the application isn't intended as a social media platform, it does provide users with the opportunity to explore designs created by other users, serving as a source of inspiration for their own creative endeavors.

Your Designs



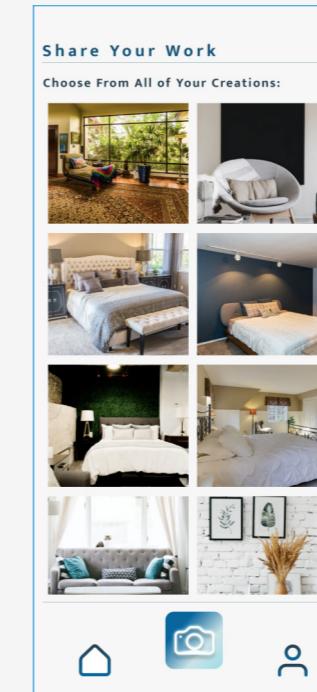
This is the repository where all user designs will be stored.

Color Coordinators



Users will have the capability to establish folders for crafting individual room color schemes, ensuring cohesive color coordination and contrasts.

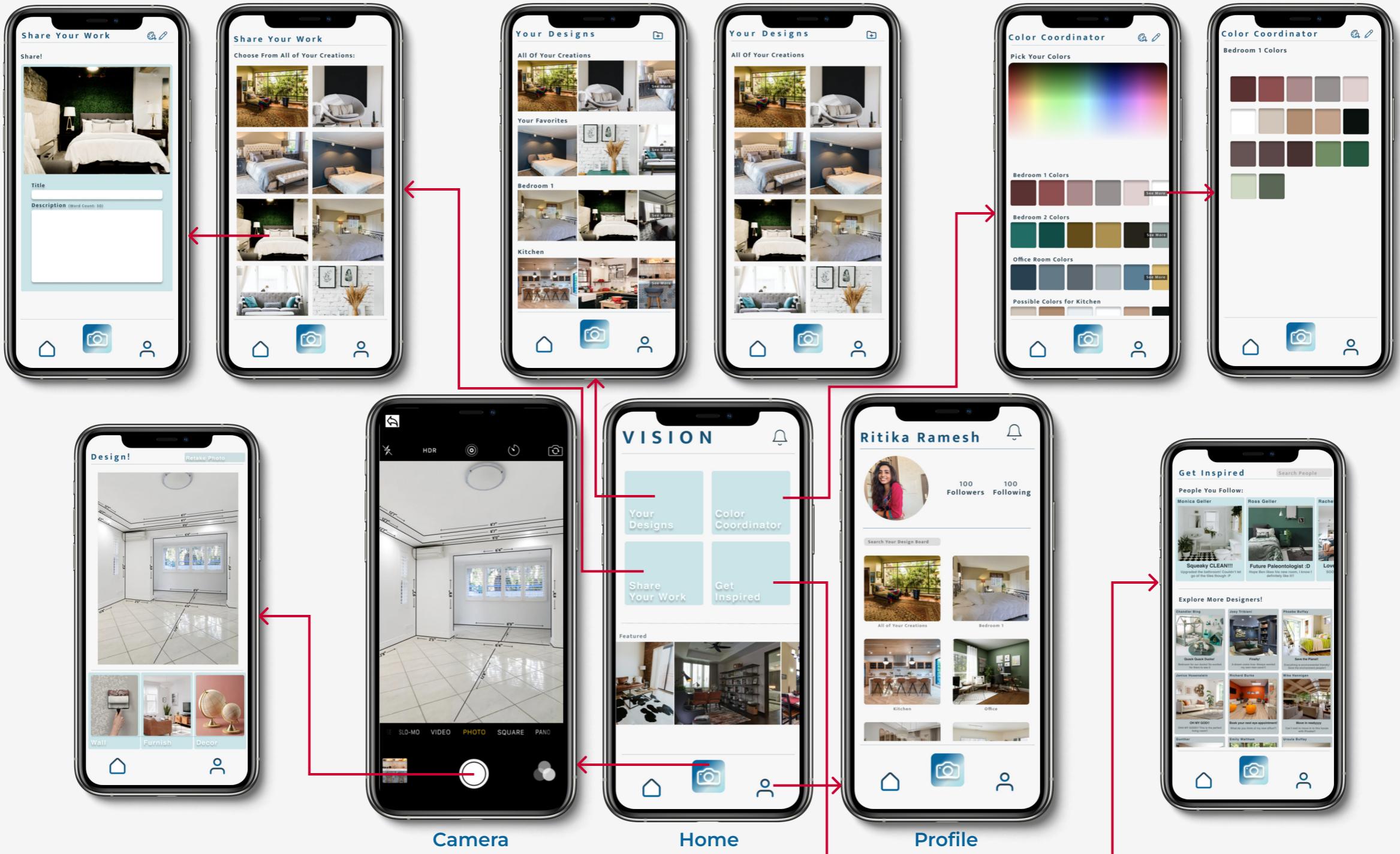
Share Your Work & Get Inspired



The "Share Your Work" and "Get Inspired" features provide users with the means to showcase their creations to fellow designers and explore the work of others for inspiration.

Get Inspired		Search People
People You Follow:		
Monica Geller  <p>Squeaky CLEAN!!! Upgraded the bathroom! Couldn't let go of the tiles though :P</p>	Ross Geller  <p>Future Paleontologist :D Hope Ben likes his new room - I know I definitely like it!!!</p>	Rache  <p>Low SOON</p>
Chandler Bing  <p>Quack Quack Ducks! Bathroom fixtures are for kites to see in</p>	Joey Tribiani  <p>Finally! A dream come true... always wanted my own man cave!!</p>	Phoebe Buffay  <p>Save the Planet! Everything is environmental friendly!</p>
Janice Holdenstein  <p>OH MY GOD!! Gwen MY GOD!! This is the perfect living room!!</p>	Richard Burke  <p>Book your next eye appointment! What do you think of my new outfit??</p>	Mike Hannigan  <p>Move in readyyy Can't wait to move in to this house</p>
Günther 	Emily Watthem 	Ursula Buffay 

Get Inspired		Search People
People You Follow:		
Monica Geller  Squeaky CLEAN!!! Upgraded the bathroom! Couldn't let go of the idea though! :-P	Ross Geller  Future Paleontologist :D Hope Ben likes his new room, I know I definitely like it!!	Rache  Lov SOC
Chandler Bing  Quack Quack Quack! Bedroom for our duckie. So excited for them to see it!	Joey Tribbiani  Finally! A dream come true! Always wanted my own man cave!	Phoebe Buffay  Save the Planet! Everything is environmental friendly! See the environment people!
Janice Holdenstein  ON MY GOOD! OMG MY GOOD! These are the perfect living room!	Richard Burke  Book your next eye appointment! What do you think of my new office?	Mike Hannigan  Move in readyyy Can't wait to move in to the house with Phoebe!
Gunner 	Emily Waltham 	Ursula Buffay 

VisionFinal Product

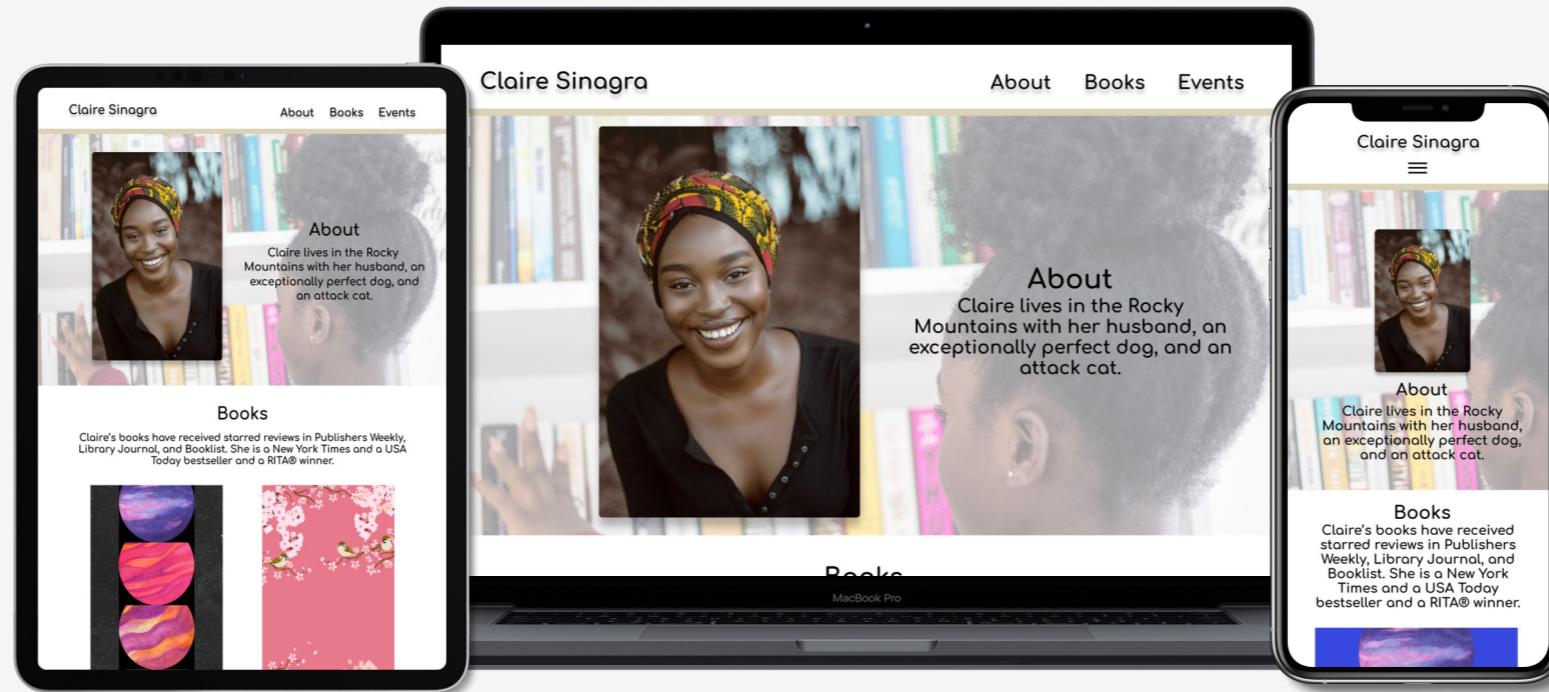


Claire
Sinagra



Graphic Information
Technology - Digital Products
2nd Place

Author Webpage



About

I've developed a responsive webpage for a fictional children's author, Claire Sinagra. Her website serves as a platform to showcase her latest literary works and keep readers informed about upcoming book events. Additionally, I'm proud to mention that I secured the second-place award in Graphic Information Technology - Digital Products at ASU.

Links

[Claire Sinagra Webpage](#)

[Behance](#)

Typography

Headings: Comfortaa Bold

Body Text: Comfortaa Light

Body Text: Helvetica

Color Palette

Apple

Teal

Beige

Orange

Dark Orange

Hex: #D74452

Hex: #2D838D

Hex: #DAD3B7

Hex: #DB9F34

Hex: #DB8E36

Author Webpage

Wireframes and Final Design



Meet Blob!

I made Blob! as a fun project to dive into comic illustration with a splash of humor. I hope you have a good time with it!

In the upcoming pages, you'll witness Blob's playful antics and mischievousness!

Tools Used

- Procreate
- Adobe Photoshop
- Figma



The One Where Friends is a Book

As part of an ASU illustration course, I had the creative task of transforming a beloved movie or show into a captivating book cover. Given that 'Friends' is one of my all-time favorites, it was only natural to create a book cover for it!

Stay tuned for the next page to catch a glimpse of the illustration!

Tools Used

- Procreate
- Figma

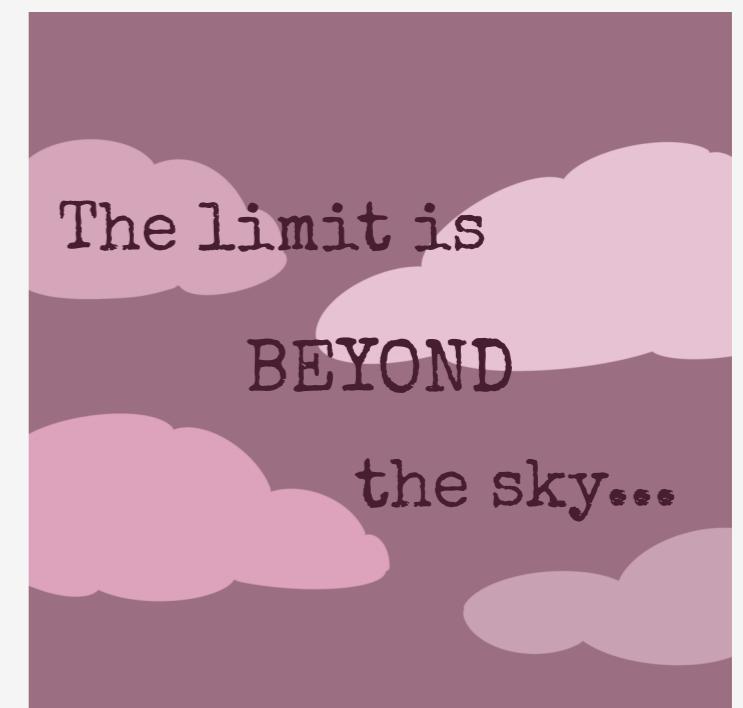
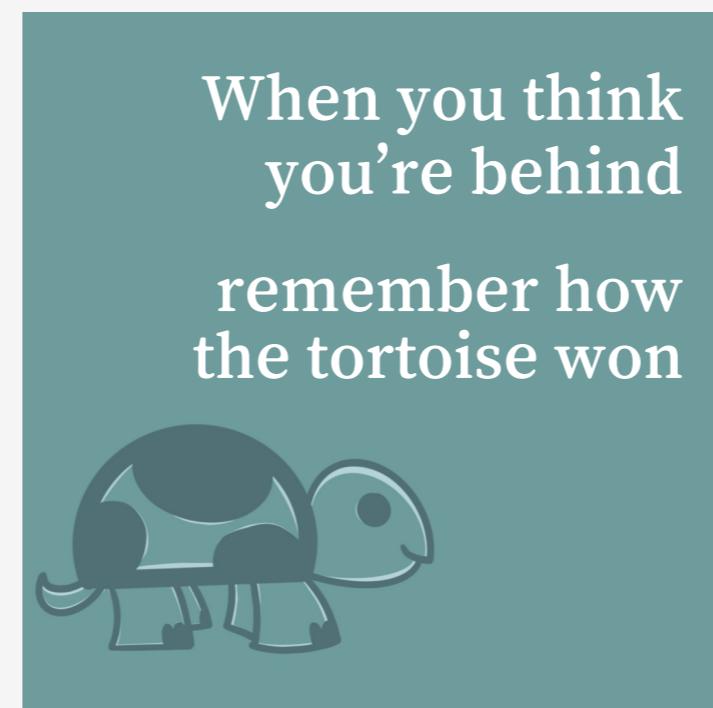
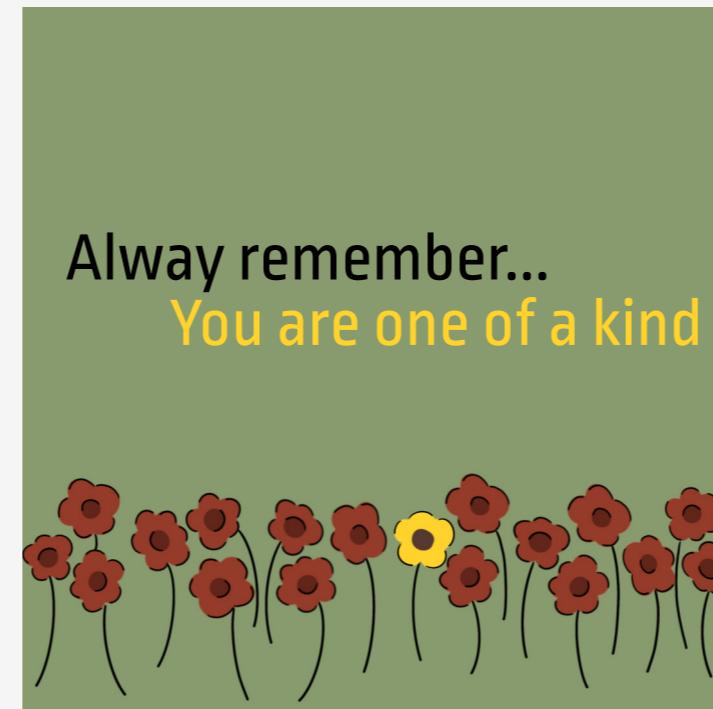


Fun Lil Quotes

Who doesn't love a little inspiration, right? Take a peek at these lovely illustrations of inspiring quotes that I created for a family friend's sweet nursery. They perfectly match the pastel theme!

Tools Used

- Procreate
- Figma



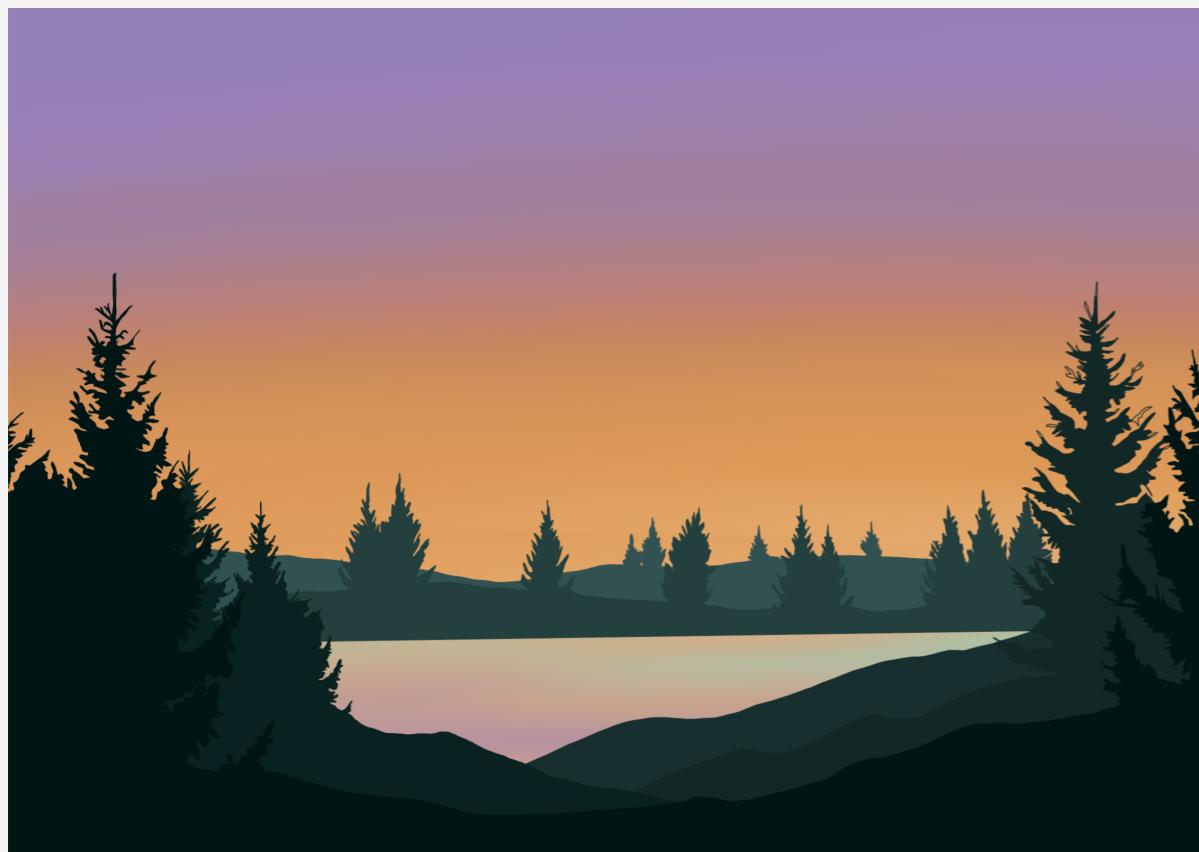
Faceless Portraits



Tools Used

- Procreate

Landscape Digital Art



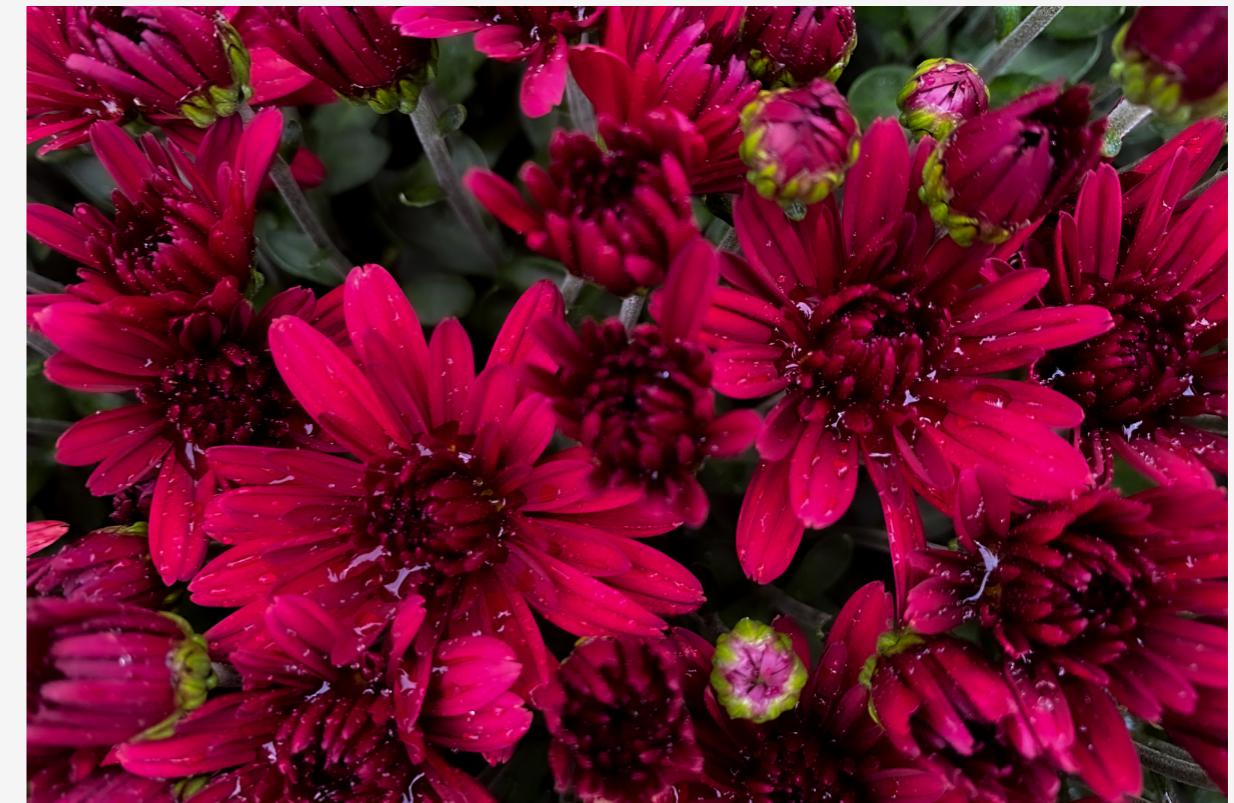
Tools Used

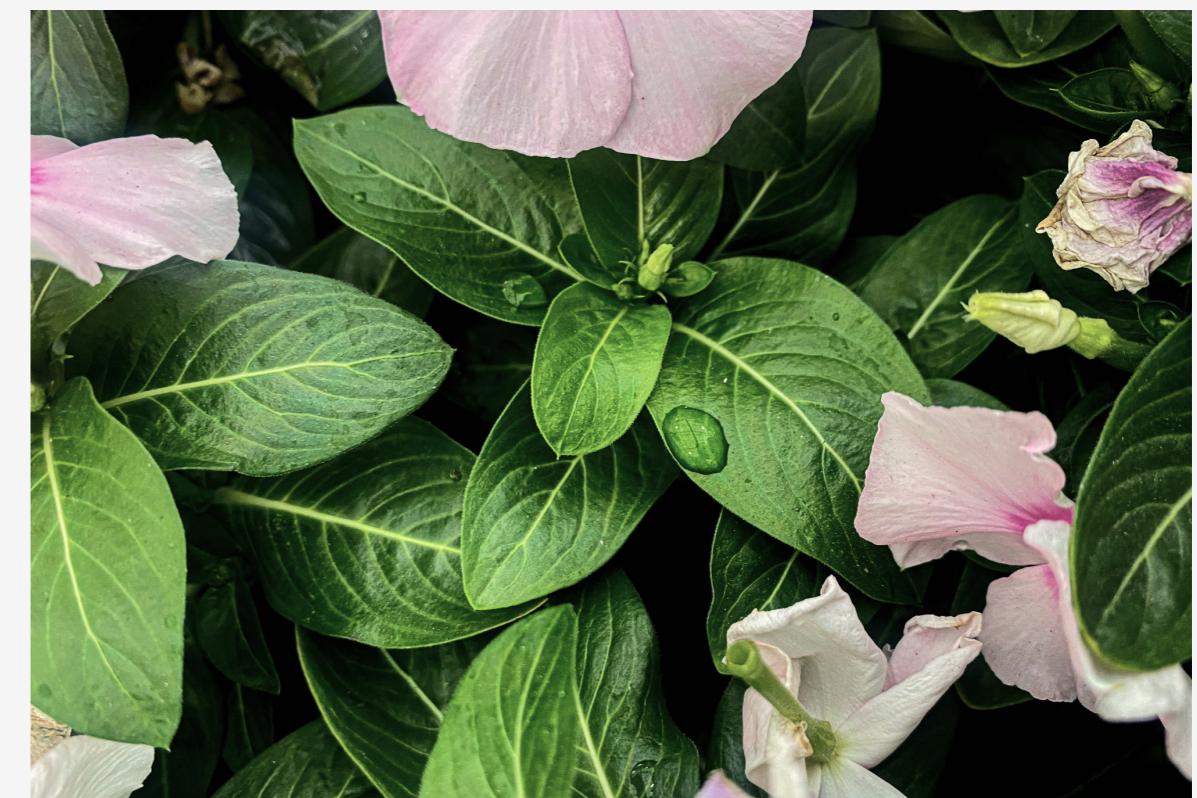
- Procreate

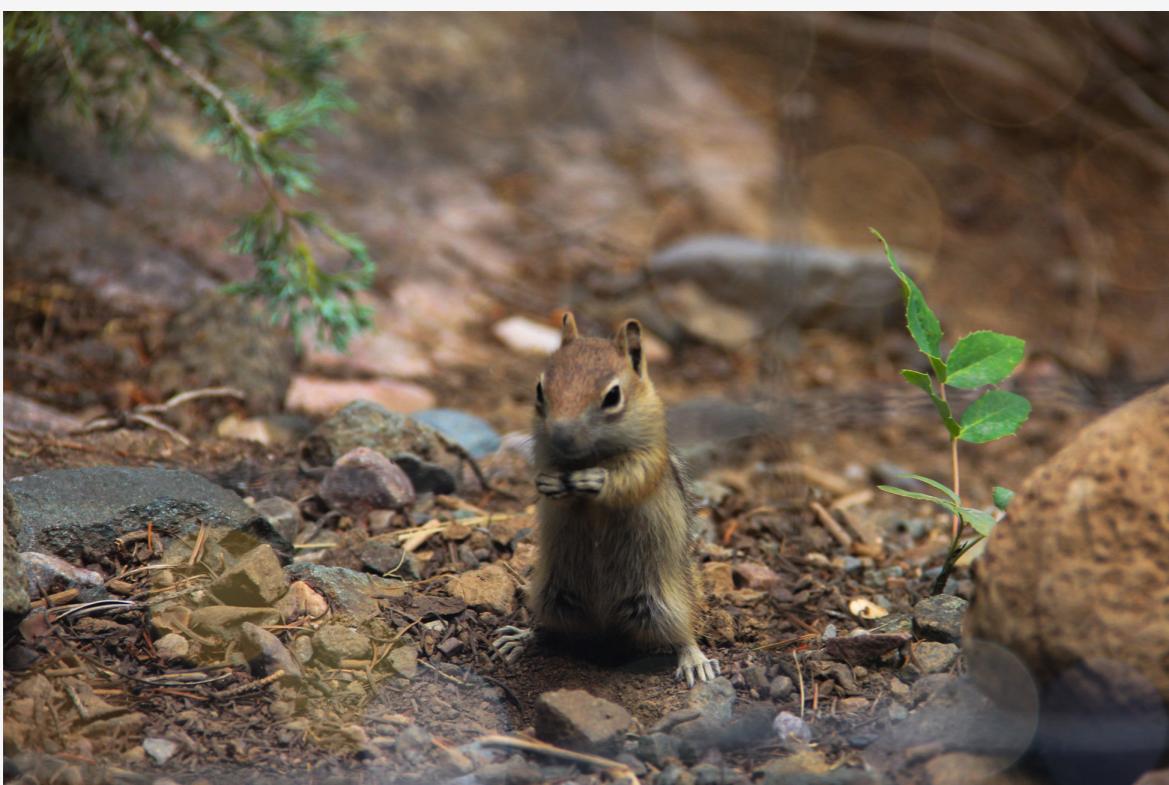
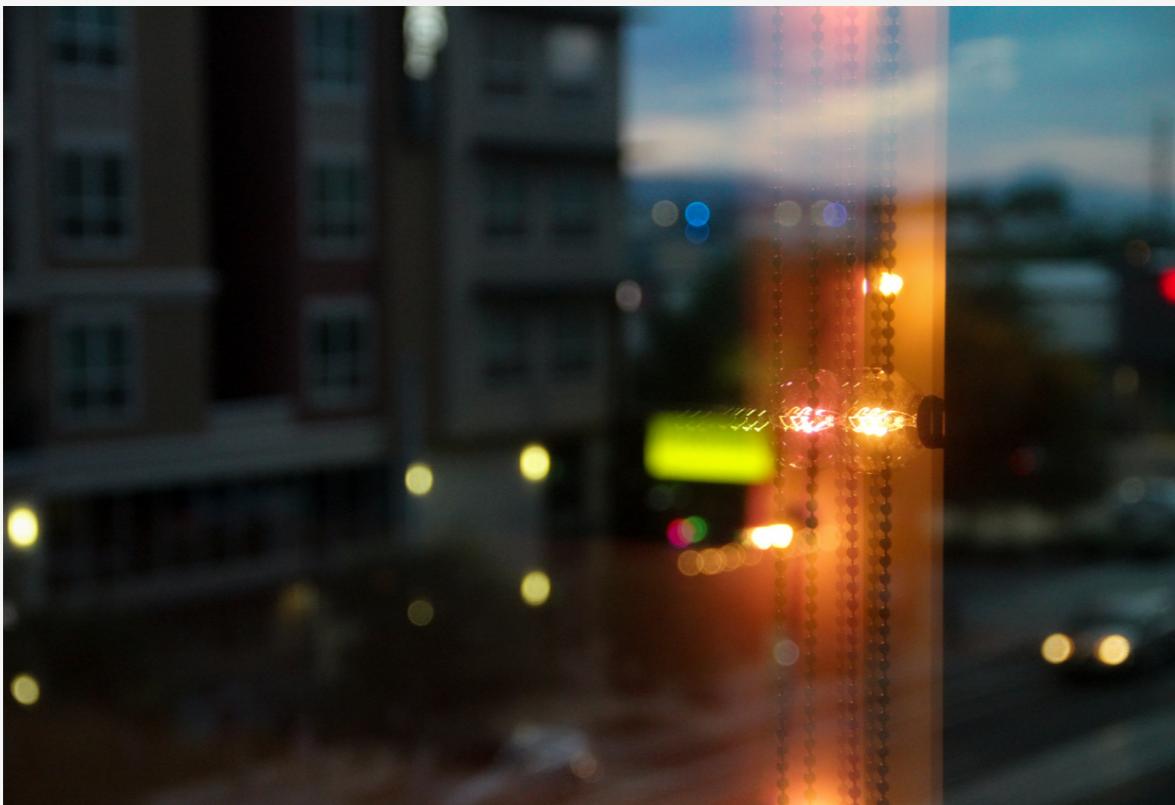


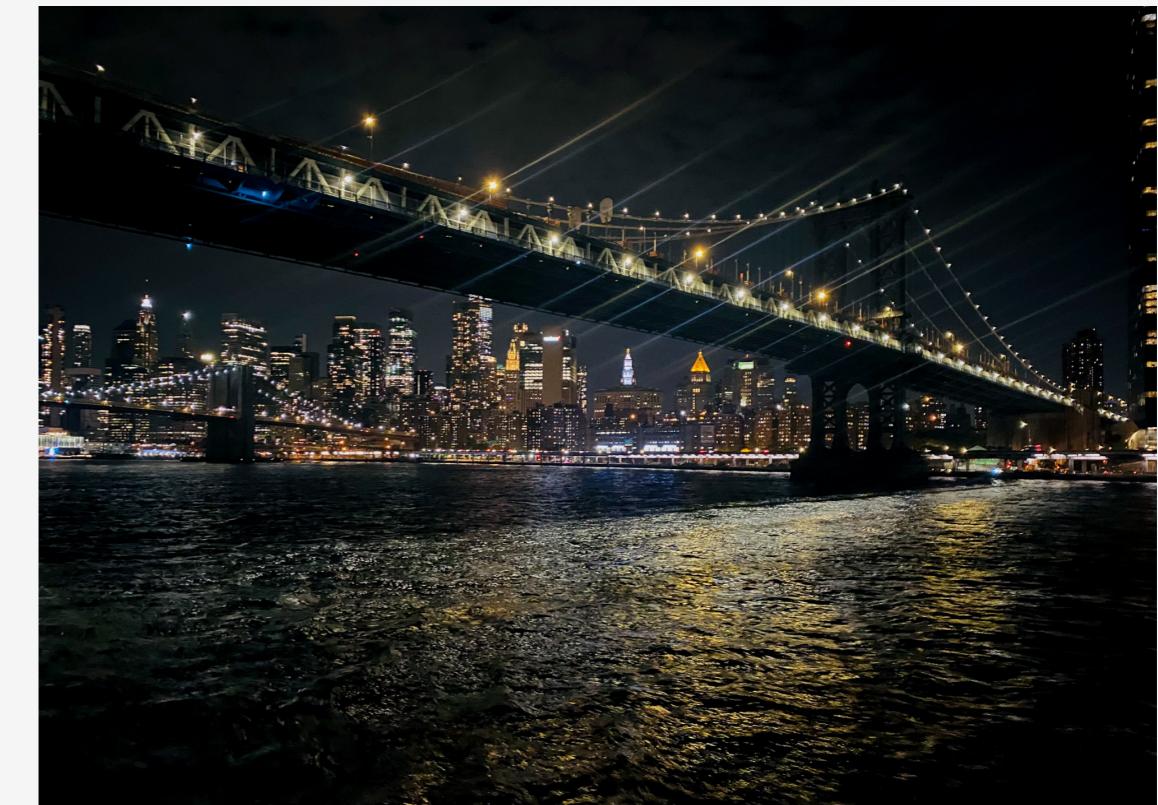
RITIKA | RAMESH

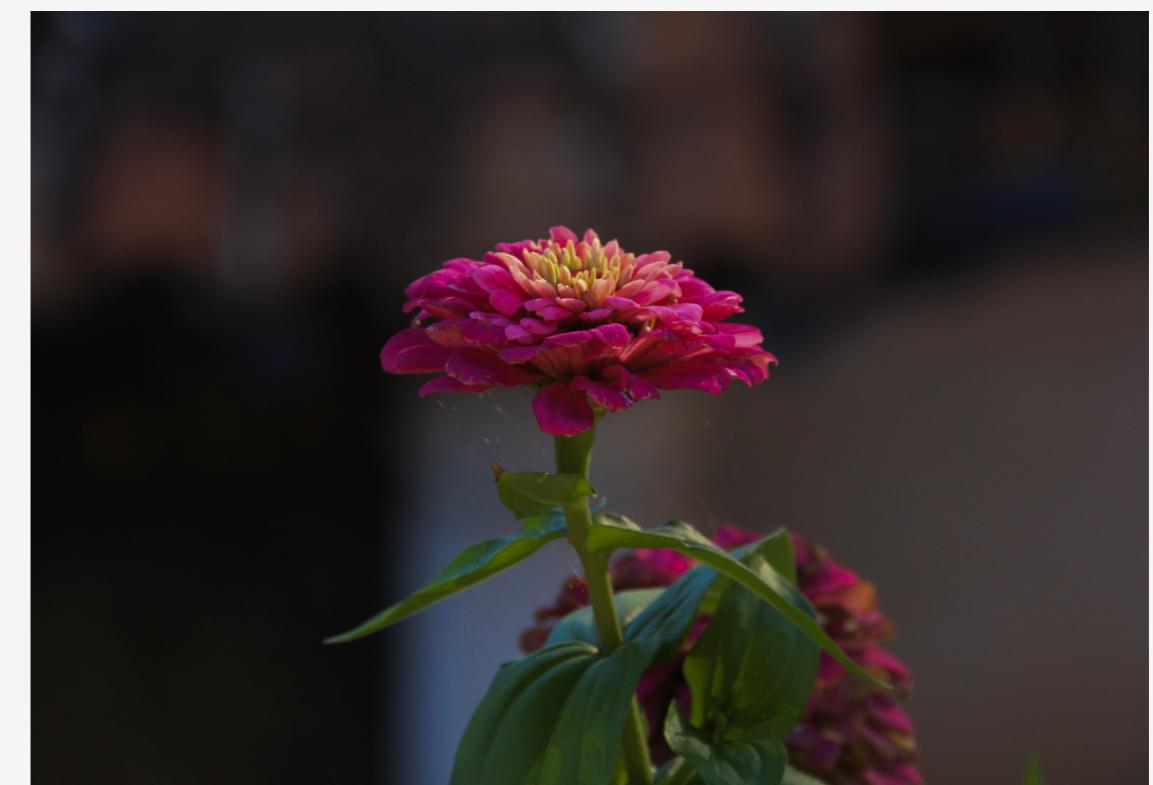
PHOTOGRAPHY PORTFOLIO













REACH ME @
ritikarramesh@gmail.com

*I am in the process of enhancing my website, but please feel free to explore its previous iteration:

<https://www.ritikarramesh.com>

