

**Ritu Ghiya Projects**  
NY / LA

Founder, Designer &  
Engineer  
Jan 2018 - Current

- Design and develop digital projects for cultural & e-commerce clients blending creative strategy and production, guiding the project life cycle
  - Lead projects that often extended over months, managing identity direction, concepting, design, web development, full production, SEO implementation, analytics advising, and ongoing maintenance
  - Manage clients & freelancers, work in internal teams & hierarchies to deliver projects
  - Engineered and supervised event websites for a prominent NYC cultural institution, in one case resulting in a noteworthy increase and sustained acquisition of 10,000 users globally with a 70% conversion rate
  - Consulted closely with the site builder Cargo on the development of new features to enhance the overall capabilities and user experience on the platform
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- Clients Include: Printed Matter, Adobe, The Markup, Cory Arcangel, Marian Goodman Gallery, Lux Magazine, VICE Magazine, New York University, Funny or Die, Gabriel Orozco, Lucky Risograph, Pioneer Works, and more

**GOAT**  
Remote

Product Designer /  
Consulting Contract  
January 2021, October 2021

- Projects included: GOAT.com and GOAT iOS & Android Apps
- Worked directly within Design Director to construct project goals & objectives
- Created low- & high-fidelity prototypes of new features within the team's design and engineering process to test and validate designs
- Sculpted art direction on UI components, typography, and brand voice
- Maintained and contributed to GOAT's in-house scalable design system on Figma

**Adobe**  
Remote

Research & Design  
Consultant / Contract  
January 2020 - April 2020

- Project included: Adobe Lightroom Desktop & Mobile Apps
- Collaborated with Product Team to build a roadmap for the 2.0 roll-out of "Learn" and "Discover" in Lightroom
- Sketch out design mockups for the Lightroom Mobile community features
- Conducted user research in developing The Lightroom Community Guidelines to set the tone of engagement in the new Lightroom Mobile community

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Courses & Lectures

**Yale University**  
New Haven, CT

Lecturer in Graphic Design MFA Program

2022 - 2023

- Designed & taught semester-long course on Contemporary Web Design & Development
- Invited industry professionals & experts to deliver guest lectures, exposing students to diverse art & design practices, and real-life opportunities

Cornell Tech  
Remote

Workshop

2020

## Guest Speaker Talks

Are.na, Boston University, Cooper Union, HSD  
Düsseldorf, New School, Pratt, Yale

Ongoing

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## Additional Experience

Artbook | Distributed  
Art Publishers  
NYC

Marketing Designer  
July 2016 - March 2017

Sales Associate  
July 2015 - July 2016

Openhour  
NYC

UX Designer  
May 2013 - August 2013

BULLETT Magazine  
NYC

Editorial & E-commerce Assistant  
August 2012 - December 2012

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## Tools & Skills

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|-------------------------|----------------------------|-------------------|
| – Creative strategy     | – Digital design & build   | – HTML/CSS        |
| – Digital concepts      | – UX/UI interaction design | – Javascript      |
| – Decks / Presentations | – Web applications         | – React.js        |
| – Prototypes            | – Headless CMS             | – Typescript      |
| – Project management    | – Headless e-commerce      | – Vue             |
| – Design & dev sprints  | – Front-end development    | – Next            |
| – Figma                 | – Experimental development | – Node.js         |
| – Adobe Suite           | – Version control          | – Wordpress / PHP |
| – Usability testing     |                            | – Netlify         |
|                         |                            | – Shopify         |
|                         |                            | – Sanity CMS      |

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## Education

New York University  
New York, NY

Bachelors of Science,  
Design & Technology  
2011 - 2015

Interactive Telecommunications  
Program  
2018