## 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
- Clients Include: Printed Matter, Adobe, The Markup, Cory Arcangel, Marian Goodman Gallery, Lux Magazine, VICE Magazine, New York University, Gabriel Orozco, Lucky Risograph, Pioneer Works, and more

## GOAT Remote

Product Designer / 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

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

**Guest Speaker Talks** 

Are.na, Boston University, Cooper Union, HSD

Düsseldorf, New School, Pratt, Yale

Ongoing

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

Tools & Skills

Creative strategy

Digital concepts

Decks / Presentations

Prototypes

Project management

Design & dev sprints

- Figma

Adobe Suite

Usability testing

- Digital design & build

UX/UI interaction design

Web applications

Headless CMS

Headless e-commerce

Front-end development

Experimental development

Version control

- HTML/CSS

Javascript

React.js

- Vue

Next

HOAL

Node.js

- Wordpress / PHP

Netlify

Shopify

Shopify Plus

- Sanity CMS

Education

New York University New York, NY

Bachelors of Science, Design & Technology

2011 - 2015

Interactive Telecommunications Program 2018