

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, 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

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

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

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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 |

Education

New York University
New York, NY

Bachelors of Science,
Design & Technology
2011 - 2015

Interactive Telecommunications
Program
2018