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

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	

Tools & Skills

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

Education

New York University New York, NY	Bachelors of Science, Design & Technology 2011 - 2015	Interactive Telecommunications Program 2018