

# RITAMBHARA SINGH

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## Experience

### Step 1 | UX Designer

Jan 2019 - Present

- Designed a mobile web app which facilitates easy interaction between realtors and clients by delivering concepts, flow maps, wireframes and prototypes
- Collaborated closely with business owner, researchers and engineers and navigated through the ambiguity and complexity to launch the first version of the app

### Wordly | UI Designer

Jun 2017 - Sep 2017

- Designed UI and logo for android app to improve vocabulary resulting in 30K+ downloads and \$3K+ revenue
- Conducted user research followed by wireframing and prototyping to implement techniques such as flashcard learning and color psychology which prolong word retention

## Projects

### Indeed.com | User Researcher

Jan 2019 - Present

- Created research plan for conducting generative research to measure factors influencing trust in job seekers
- Performing heuristic evaluation, eras mapping, eye-tracking, surveys, interviews and similar techniques to uncover insights

### Texas Dept of Transportation | User Researcher

Sep 2018 - Dec 2018

- Developed research plan and conducted generative research for the media center of Texas Dept of Transportation to increase user engagement and brand awareness
- Successfully generated seven actionable-insights through competitive analysis, quantitative and qualitative research

### UT Grand Challenge Hackathon | Designer and Presenter

11 Nov 2018

- Led a cross-functional team to secure second position in UT Hackathon to teach autonomous vehicles about social norms
- Designed and presented the system concept, interactive prototype and android application which enabled drivers to give feedback to vehicle

## Education

### University of Texas, Austin

#### MS in Information Science

Aug 2018 - May 2020

Focus on Human Computer Interaction, UX Design and Research  
GPA- 4.0

### Shri G. S. Inst of Tech and Science, India

#### BE in Information Technology

Aug 2014 - May 2018

Graduated with distinction

## Courses

- Human-Computer Interaction
- Usability • Design Thinking
- Information Architecture and Design
- Understanding Research

## Skills

### Platforms

- |                   |                      |
|-------------------|----------------------|
| Sketch            | Interviewing         |
| Adobe Illustrator | Usability Testing    |
| Adobe Photoshop   | Market Research      |
| Adobe XD          | Heuristic Evaluation |
| InVision          | Competitive Audits   |
| Principle         | Surveying            |
| Figma             | Wireframing          |
| Qualtrics         | Prototyping          |

### Programming

- |      |                  |
|------|------------------|
| HTML | Language         |
| CSS  | English (Fluent) |
| SQL  | Hindi (Native)   |

## Extra-Curricular

- Member of OpenIDEO Austin Chapter
- Member of ASIS&T and AWIT UT Chapter
- Commissioned fine artist, graffiti artist and graphic designer
- President of the fine arts and photography club of Shri GS Inst of Tech and Science