RITAMBHARA SINGH

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Education

MS in Information Science (2020)
School of Information, University of Texas, Austin
GPA- 4.0
Focus on Human Computer Interaction, User Experience Research and Design

BE in Information Technology (2018)
Shri G. S. Inst of Tech and Science, India

Courses

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

Skills

Design	Platforms
Wireframing	Sketch
Prototyping	Figma
Usability Testing	Adobe Illustrator
Affinity Diagramming	Adobe Photoshop
Heuristic Evaluation	InVision
Competitive Analysis	Keynote
Surveying	Abstract
Interviewing	Qualtrics

Programming	Language
HTML	English (Fluent)
CSS	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
- Head of the fine arts and photography club of Shri GS Inst of Tech and Science
- Mentored 100+ students for GRE, TOEFL, & SAT as a TA at Swati Jain College

Projects

User Research (2018)
- Developed research plan and conducted generative research for the media center of Texas Department of Transportation to increase user engagement and brand awareness
- Successfully generated seven actionable-insights through competitive analysis, quantitative and qualitative research

Mobile App Design (2018)
- Designed a mobile app by employing UX methodologies for users to find volunteering opportunities
- Delivered a high-fidelity prototype through contextual inquiries, user interviews, personas, storyboards, and user testing on low and medium fidelity prototypes

Hackathon (2018)
- Led a cross-functional team to secure second position in UT Grand Challenge 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

UI Design (2017)
- Designed UI for an android app called Wordly to improve vocabulary which has 20K+ downloads and has generated revenue of $ 3000+
- Conducted user research followed by wireframing to implement scientific techniques like flashcard learning and color psychology which helped in prolonged retention of words
- Focused on UX writing and conducted various usability tests while working closely with the developers

Branding (2017)
- Designed a text to speech converter and learned to apply different promotional strategies at Swati Jain Incubation Center
- Designed and developed website, promotional video, logo, wireframes and react native application to promote the product

Website Design and Development (2017)
- Developed a responsive website 'Art Ritambhara' to promote my fine art skills and sell artwork online
- Implemented using HTML, CSS on front-end and Java Servlet for back-end