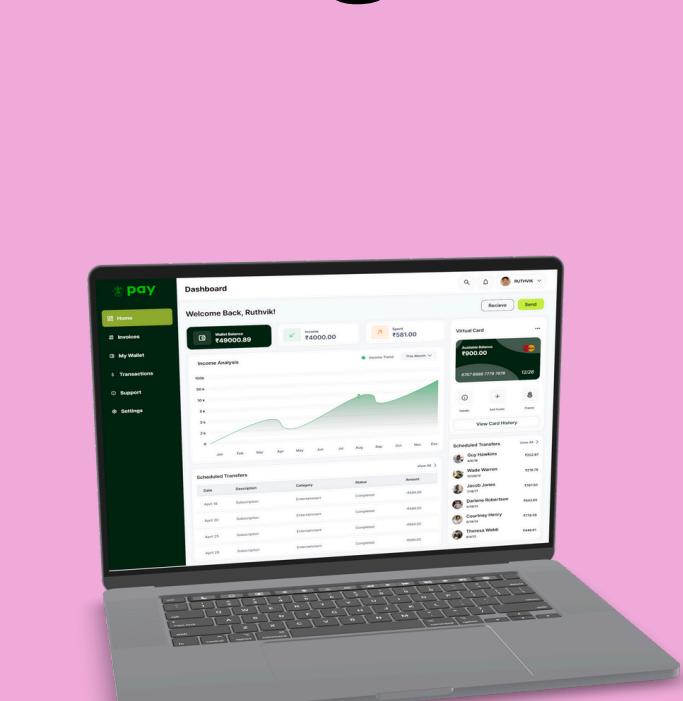
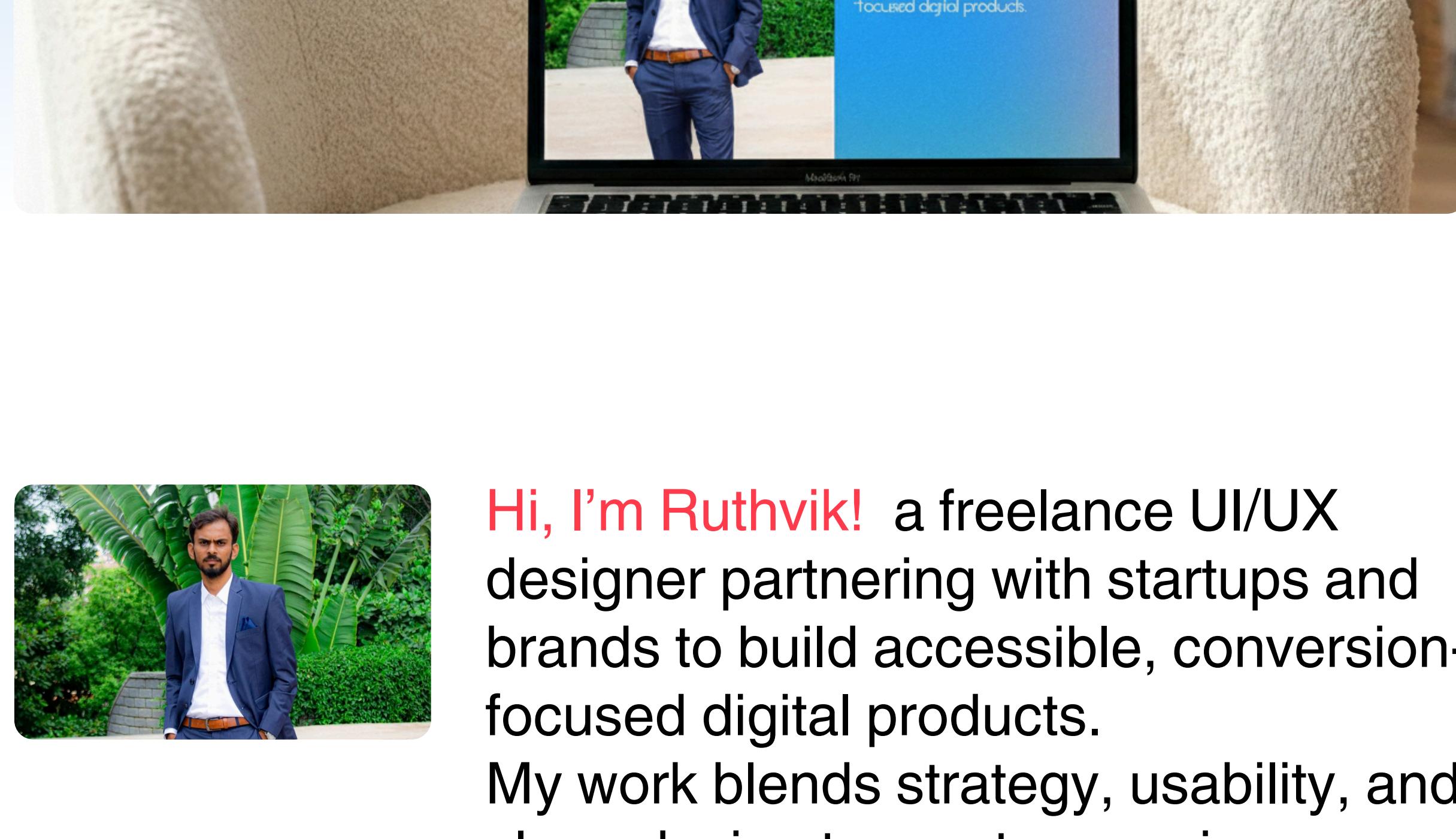


UX/UI Design Portfolio



Hi, I'm Ruthvik! a freelance UI/UX designer partnering with startups and brands to build accessible, conversion-focused digital products. My work blends strategy, usability, and clean design to create experiences users love and businesses trust.

Design focuses



User research

Further elaborate on the skill or offered service



Interaction design

Further elaborate on the skill or offered service

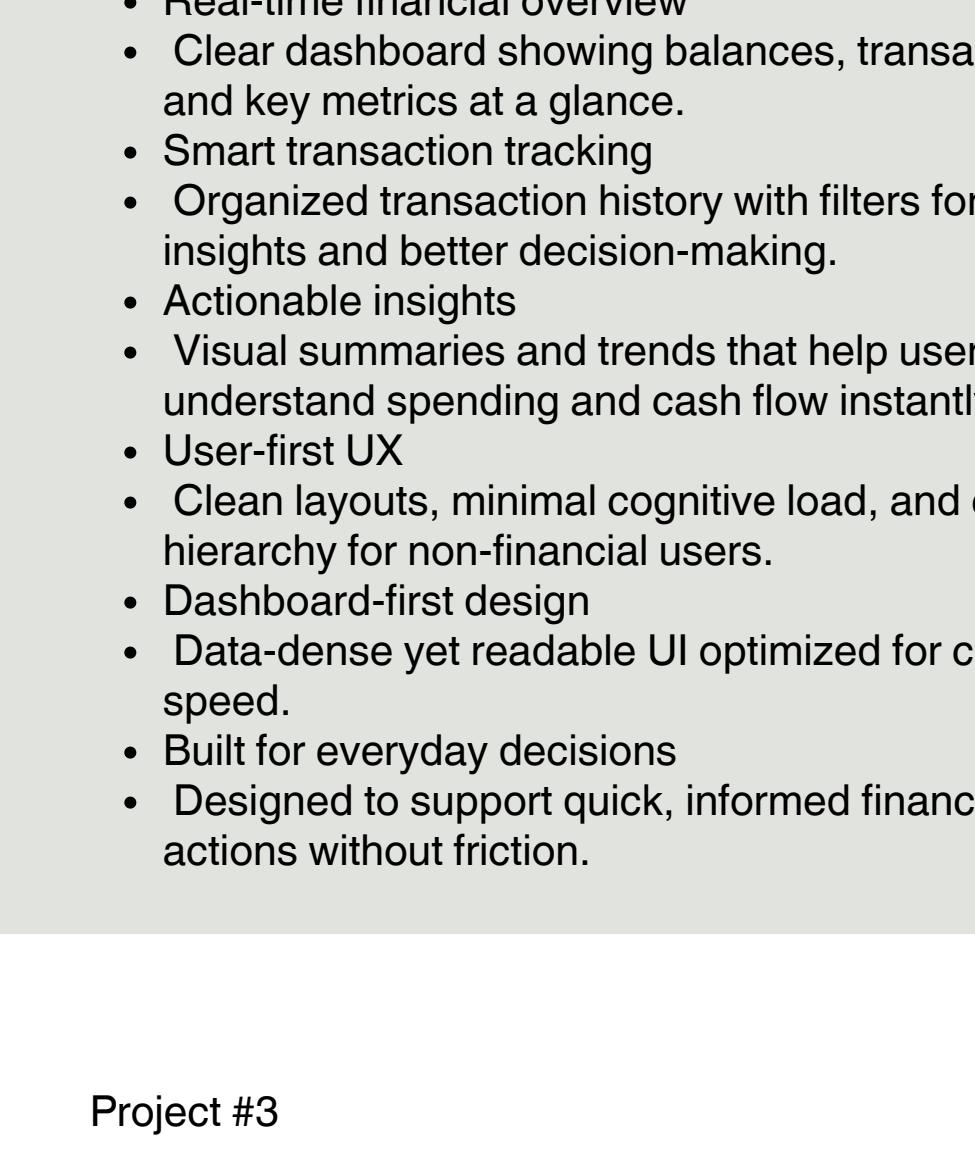


Visual design

Further elaborate on the skill or offered service

Project gallery

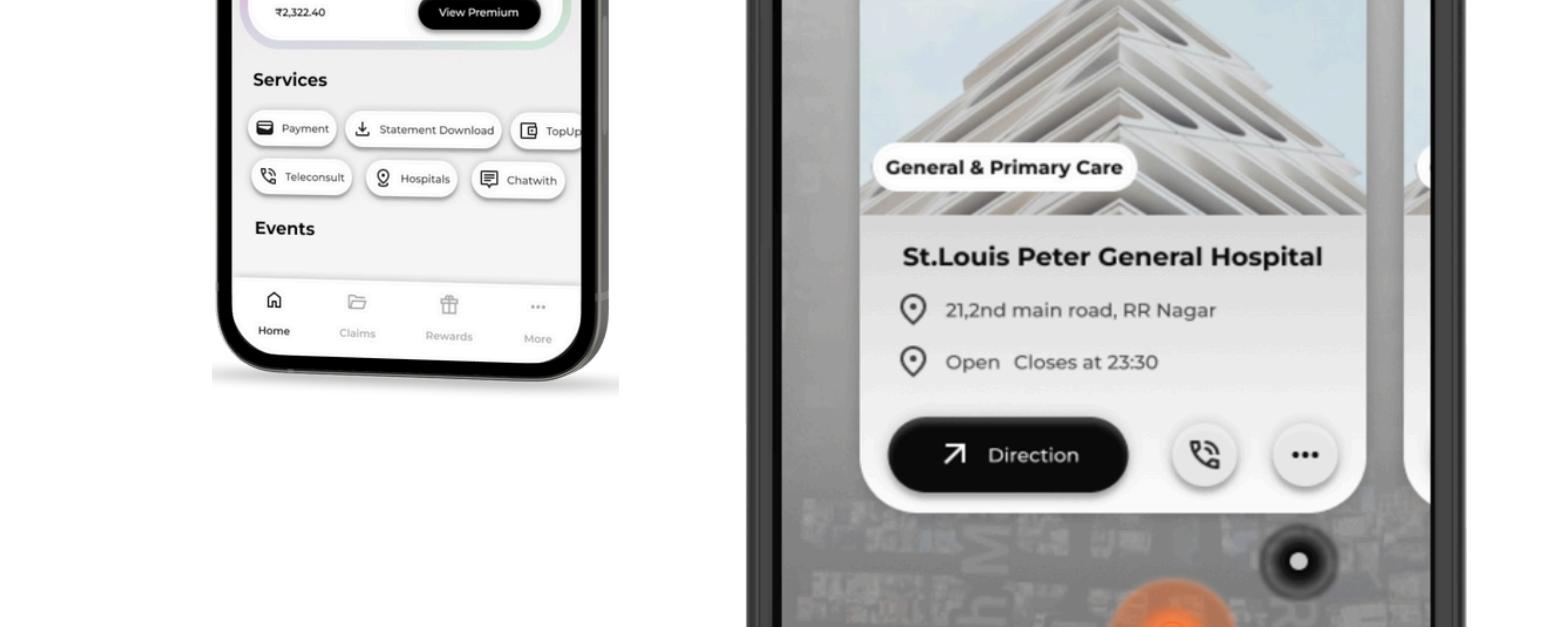
"My designs are all about user-friendliness and accessibility."



Project #1

Sportsea

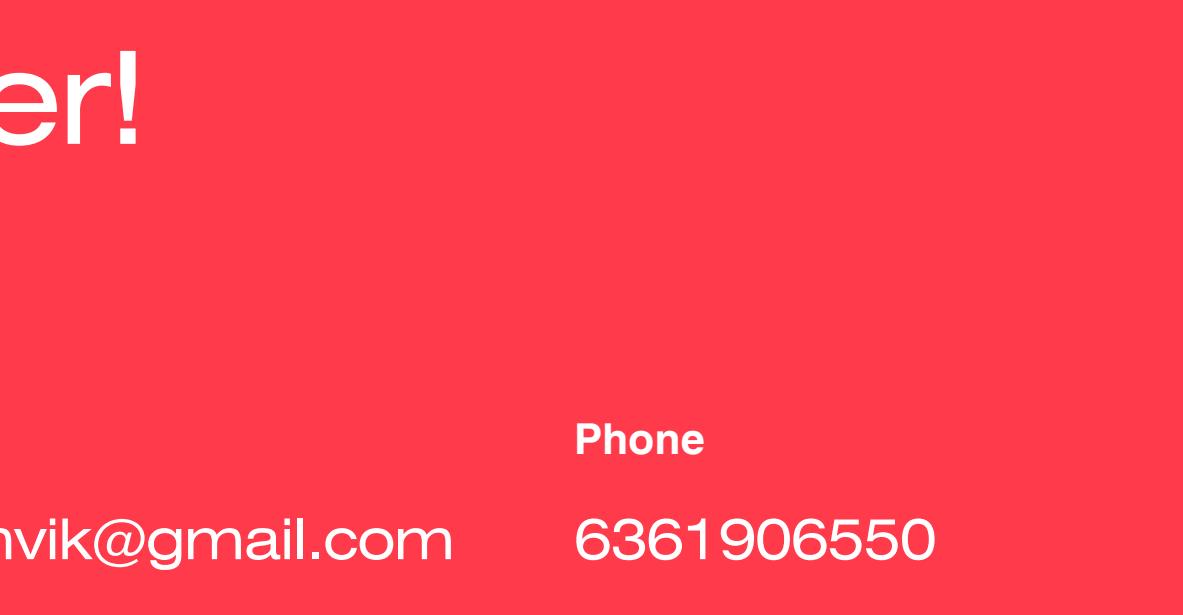
- Clean, modern interface
- Designed a visually engaging UI that feels fast, friendly, and sports-centric.
- Location-based discovery UI
- Map and list views optimized for quickly finding nearby sports courts.
- Clear availability visuals
- Time slots, states, and availability designed for instant scanability.
- Frictionless booking flow
- Minimal screens, strong CTAs, and clear feedback from selection to confirmation.
- Strong visual hierarchy
- Typography, spacing, and color used to guide users naturally through the flow.
- Mobile-first layout system
- Responsive components designed for thumb-friendly navigation.
- Designed for momentum
- UI that reduces friction and gets users from browse → book → play, fast.



Project #2

JuzzPay

- Purpose-driven finance platform
- Centralizes financial data to help users monitor, manage, and control their money with confidence.
- Real-time financial overview
- Clear dashboard showing balances, transactions, and key metrics at a glance.
- Smart transaction tracking
- Organized transaction history with filters for faster insights and better decision-making.
- Actionable insights
- Visual summaries and trends that help users understand spending and cash flow instantly.
- User-first UX
- Clean layouts, minimal cognitive load, and clear hierarchy for non-financial users.
- Dashboard-first design
- Data-dense yet readable UI optimized for clarity and speed.
- Built for everyday decisions
- Designed to support quick, informed financial actions without friction.



Project #3

Insurance Mobile App UI Design

- Purpose-driven design
- Simplifies healthcare access and insurance management in one seamless app.
- Nearby hospitals, instantly
- Location-based search to find network hospitals quickly during emergencies.
- Transparent claims tracking
- Real-time claim status, history, and progress with clear visual indicators.
- Effortless renewals
- Streamlined renewal flow with timely reminders to avoid policy lapses.
- User-first experience
- Minimal steps, clear hierarchy, and accessible design built for trust.
- Mobile-first execution
- Fast navigation and readable layouts optimized for small screens.
- Designed for critical moments
- Calm, intuitive UX for high-stress situations like hospital visits and claims.



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