

RUTUJA NAZARE | UI/UX DESIGNER

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Portfolio: <https://www.behance.net/rutujanazare1>

OVERVIEW

- UI/UX Designer with **7 years** of experience in delivering user-centered digital solutions for web and mobile for healthcare, B2B Marketing Domain.
 - Proficient in **wireframing, prototyping, interaction design**, typography & colour theory, HTML/CSS and **usability testing**
 - Skilled in **Figma, Adobe XD, Sketch, Adobe Creative Suite and miro zoom**
 - Experienced in designing **responsive** and **accessible (WCAG/ADA)** interfaces and **user research, information architecture, and design systems**
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CORE SKILLS

- User-Centered Design – User Research, Personas, Journey Mapping, Usability Testing
 - UI/UX Design – Wireframes, Prototypes, Responsive Design, Accessibility (Web content Accessibility guidelines) micro interaction,
 - Design Systems – Components, Style Guides, color theory, typography
 - Tools – Figma, Adobe Creative Suite, Miro/FigJam, sketch,
 - Collaboration – Agile workflow, Developer Handoff
 - Soft Skills – Problem-solving, Communication, Stakeholder Management
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PROFESSIONAL EXPERIENCE

UI/UX Designer , RioMed Technologies pvt Ltd | May 2023- Present

- Leading end-to-end design like **websites, icon and user interface and user experience** for healthcare products and digital platforms with a user-centered approach.
- Conducted **user research** and **usability testing** to understand needs of doctors, patients, and stakeholders.
- Created **wireframes, prototypes, micro interaction and high-fidelity mockups** in Figma for web and mobile apps.
- Built and **maintained a design system** to ensure consistency across products.
- Designed intuitive, **accessible** interfaces following **WCAG standards**.

Sr. Graphics and UI Designer, Machintel Pvt Ltd. | Jun 2022- May 2023

- Worked with product managers, engineers, and writers to understand user requirements.
- Created **wireframes, prototypes** and **high-fidelity designs** in Figma for web applications.
- Designed **websites, landing pages, infographics, social media creatives** and **promotional assets**.
- Built reusable **design components** and **interactive prototypes** to improve workflow.
- **Tested** and improved designs for responsiveness, navigation, and overall user experience.

Graphics Designer, Machbizz Marketers pvt Ltd | Nov 2018- May 2022

- Designed visual assets such as **social media creatives, banners, GIFs, animations, and print materials.**
 - Created **logos, infographics, landing pages, and website designs** for promotional campaigns.
 - Improved PowerPoint presentations and marketing materials to strengthen brand messaging.
 - Conducted visual testing for newsletters and landing pages.
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EDUCATION

- BCA Pune University
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CERTIFICATIONS

Mobile User Experience Design | **IxDF** - Interaction Design Foundation
User Experience: The Beginner's Guide | **IxDF** - Interaction Design Foundation
Digital Skills: User Experience | **Accenture Design app** | Great Learning
UI UX Spatial Prototyping/Design For AR/VR Technology | **Udemy**