# Ruchitha Rao

PRODUCT DESIGNER

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## EXPERIENCE

- **Sr Product Designer**
  Bank of America • Mar 2022
  - Present

  Currently part of FICCQA team working horizontally across teams improving and aligning existing UX patterns as well as designing.

  Redesigned company's homepage and workflow management using only existing site components; reduced bounce rates by 30% and increased leads by 15%.

  Ensure platform wide consistency through user flows, use cases, documentation & UI elements. Implemented improved data visualizations & UI library.

  Revamped website flows and navigation menus, reducing the frequency of misdirected customer service queries by 30% and increasing traffic to previously neglected pages.

  Led the creative logo design for all three projects, involved to solve problems & deliver a better user experience for our products.

- **Product Designer**
  Cylus Creators PVT LTD• Feb 2020 - Mar 2022

  Designed & pitched solution for a responsive web app VGive as fundraiser, from start to finish includes research, empathize, design, iterate, test, publish with a team of five members.

  Worked with business consultants and developers to create technically feasible design solutions for over 10+ clients within the given project timeline.

  Synthesized user insights into feasible design decisions along with landing pages, collections.

- **Product Designer**
  Capgemini • Feb 2018 - Feb 2020

  Conduct and structure UX research efforts, user testing efforts Top Tasks Management & Persona Research with customers to make data-driven design decisions.

  Responsible for communication lines between teams, making sure that all work back schedules are in sync.

  Created, refined & tested prototypes for the onboarding home, profile pages, checkout, email ads.

## EDUCATION

- **Jawaharlal Nehru Technological University**
  08/2013 - 04/2017 (81%)

  Electrical and Electronics.

## SKILLS

Creative Direction
UI/UX
Figma
Adobe XD
Balsamiq
Typography
Concept Development
Design Thinking
Design Research
Adobe InDesign
Responsive Design
React
Python
SQL
JavaScript
CSS3 + HTML5
Sketch

## CERTIFICATIONS

**Google UX Design Certificate**
Completed Seven course certifications to improve design skills & knowledge

**Responsive Web Design in Adobe XD**
Enhance responsive web design strategies

**Design a User Experience**
User centric design helps to maintain healthy product life cylce

## TALENTS

I'm ambitious, delivery focused, passionate, diplomatic designer