

RITAMBHARA SINGH

Product Designer

rsritambhara@utexas.edu
(737)-230-8008
linkedin.com/in/ritambharasingh
portfolio: [ritambhara.online](#)

Education

University of Texas at Austin, Austin, TX

Master of Science in Information Science

Aug 2018 - May 2020

GPA: 3.9

Courses: HCI, Design Thinking, Rapid Prototyping and Lean UX, Information Architecture, Advanced Usability, 3D Printing, Visual Ethnography

Shri G. S. Institute of Technology and Science, Indore, India

Bachelor of Engineering in Information Technology

Aug 2014 - May 2018

Skills

Platforms

Sketch
Figma
Adobe CC
InVision
Zeplin
Framer
Blender

Design

Wireframing
Prototyping
Requirement Analysis
Usability Testing
Competitive Analysis
Surveying
Interviewing

Programming

HTML/CSS
Javascript

Language

English (Fluent)
Hindi (Native)

Extra-curricular

- Member of OpenIDEO Austin Chapter
- Commissioned fine artist & mural artist
- President, Fine Arts and Photography Club, Shri G. S. Institute of Technology and Science

Experience

Favor Delivery | Capstone Project

Jan 2020 - Present

- Enhancing the experience of Favor's merchant partners by following end-to-end UX process to design features that fulfill user needs
- Designing dashboard, analytics and settings for the merchant portal to increase partner conversion rate

State Street | Product Design Intern

Jun 2019 - Aug 2019

- Led cross-functional team of four interns through user research, design, and implementation of a dashboard for State Street employees to apply for cloud access, resulting in a 25% reduction in users' application time
- Principal designer for internal test suite that enabled engineering team to visualize and discover more code vulnerabilities to improve security of banking technology
- Awarded 'Best Use of Design System' in design competition against 14 teams

Rephyr | UX Design Intern

Jan 2019 - Apr 2019

- Developed information architecture and created user workflows, high-fidelity comps and prototypes for responsive mobile web app for realtors to manage tasks and communicate with their clients
- Collaborated with team leadership, engineers and researchers to design onboarding and settings which helped establish design strategy and brand voice

Projects

Indeed.com | User Researcher

Jan 2019 - May 2019

- Developed research plan and performed eye-tracking studies, usability tests, surveys and interviews to identify factors influencing trust in job seekers to improve customer engagement for Indeed.com
- Analyzed data and presented actionable insights and recommendations to Indeed's UX team

UT Grand Challenge Hackathon | Designer

Nov 2018

- Led full-stack software development team to win second position among 12 teams in University of Texas Hackathon to teach autonomous vehicles to follow ethical and social norms using reinforcement learning
- Designed and pitched system concept and interactive prototype for android app which enabled drivers to give feedback to vehicles