

RIKITA SHETH

Senior User Experience Designer

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Mumbai, Maharashtra, India

A dynamic and accomplished **Senior User Experience Designer** with 3+ years of experience with a proven ability to **lead cross-functional design teams** in crafting impactful, **user-centered digital products**. I excel in conducting **in-depth** user research to thoroughly understand user needs, **stakeholder requirements**, and target audiences, translating these insights into intuitive **UX/UI solutions**. Adept at managing **end-to-end design projects**, fostering collaboration, and strategically aligning design outcomes with key business objectives.

KEY SKILLS

- UX Research & Strategy
- UI Design & Prototyping
- Information Architecture
- Interaction Design
- Design Systems
- User Testing & Usability Studies
- Stakeholder Management
- Cross-functional Team Leadership
- Data-Driven Design
- Agile Methodologies
- Wireframing & Flowcharts
- Visual Designing

WORK EXPERIENCE

SENIOR UI/UX DESIGNER | MAVLERS PVT.LTD

JANUARY 2025 - CURRENT

- Led diverse UX/UI design projects for construction, medical education, and legal sectors.
- Conducted in-depth UX audits, enhancing digital brand presence and user engagement.
- Collaborated with stakeholders to define product vision, aligning designs with business goals and target audience needs.
- Championed user-centric design and extensive user research to inform decisions.

UI/UX DESIGNER & VISUAL DESIGNER | G10 CONSULTANCY PVT.LTD

OCTOBER 2022 – NOVEMBER 2024

- Delivered user-centric UX/UI solutions across diverse industries (Ed-Tech, Healthcare, Travel).
- Liaised between design and development, ensuring seamless implementation of design specifications.
- Contributed to design research and visual asset creation for marketing.

DIGITAL MARKETING EXECUTIVE | WEB DESIGNER | CREATIVE GARAGE

JANUARY 2021 – SEPTEMBER 2022

- Developed user interfaces for client websites and implemented front-end coding.
- Conducted market research and contributed to social media content strategy.

EDUCATION

- Master of Computer Applications (MCA) | VIVA College
- Bachelors in Information Technology (BscIT) | Sathaye College

TECHNICAL SKILLS

- Design Tools: Figma, Adobe Illustrator, Adobe Lightroom, Canva, MIRO, Jira
- Front-End Basics: HTML, CSS, JavaScript

SOFT SKILLS

Strategic Thinking | Team Leadership | Cross-functional Collaboration | User Advocacy | Presentation & Communication