

RITWIC SINGH

UX/UI Designer

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Ready to relocate anywhere in West Coast

SUMMARY

- UX/UI Designer with 6 years of experience designing user-centered digital products across healthcare, SaaS, enterprise software, and e-commerce domains. End-to-end design practitioner covering user research, information architecture, interaction design, visual design, prototyping, usability testing, and developer handoff.
- Proficient in Figma (auto-layout, variants, component libraries, dev mode, interactive prototyping), Adobe Creative Suite (Illustrator, Photoshop, InDesign), and front-end awareness (HTML/CSS basics, responsive breakpoints, design tokens) that enables productive collaboration with engineering teams.
- Experienced in building and maintaining scalable design systems with reusable component libraries, establishing design patterns, and documenting interaction specifications that reduce design debt and accelerate product velocity across cross-functional teams.
- Strong research background including moderated usability testing, stakeholder interviews, journey mapping, heuristic evaluations, A/B testing analysis, and translating qualitative and quantitative findings into actionable design improvements.

SKILLS

Design Tools	Figma (Advanced: Auto-Layout, Variants, Component Properties, Dev Mode, Interactive Prototyping), Adobe Illustrator, Photoshop, InDesign, Sketch, Principle
UX Research	Usability Testing (Moderated/Unmoderated), User Interviews, Heuristic Evaluation, Journey Mapping, Card Sorting, Surveys, Affinity Mapping, A/B Testing Analysis, Persona Development
Interaction & Visual	Information Architecture, Wireframing, Hi-Fi Mockups, Responsive Design, Typography Systems, Color Systems, Iconography, Micro-Interactions, Motion Design Principles
Design Systems	Component Libraries, Design Tokens, Pattern Documentation, Style Guides, Atomic Design Methodology, Accessibility (WCAG 2.1 AA), Cross-Platform Consistency
Collaboration & Handoff	Figma Dev Mode, Zeplin, Confluence, JIRA, Miro, FigJam, Notion, Slack, Design Critiques, Sprint Participation, Stakeholder Presentations
Front-End Awareness	HTML/CSS Fundamentals, Responsive Breakpoints, CSS Grid/Flexbox Concepts, Design Token Implementation, Basic React Component Understanding

EXPERIENCE

Senior UX/UI Designer

April 2024 - Present

Zillow Group | Seattle, WA (Remote)

Joined Zillow's Renter Experience product team to lead design for the rental search, tour scheduling, and application submission flows across web and mobile platforms. Working with a product manager, 3 engineers, a content designer, and a UX researcher in a squad model. Responsible for end-to-end design from discovery through handoff, owning the Figma design files, contributing to Zillow's shared Cosmos design system, and presenting design work in weekly critique sessions with the broader design org.

- Redesigned the rental tour scheduling flow after usability testing showed that 35% of renters abandoned the process at the time selection step. The existing design showed available slots in a calendar grid that didn't indicate which times the landlord actually preferred. Replaced it with a ranked slot picker that surfaces the landlord's top 3 preferred times first with a 'request another time' option, reducing scheduling abandonment by 28% in the first A/B test.
- Leading the migration of the renter application screens from legacy design patterns to Zillow's updated Cosmos design system in Figma. This involves auditing 32 existing screens across the apply flow, identifying which components need to be swapped versus rebuilt, and working with engineering to phase the rollout across 3 sprints without breaking existing functionality for the 2M+ monthly active renters.

- Designed the new roommate co-application flow that lets multiple applicants contribute to a single rental application. Handled the full interaction design for inviting co-applicants, tracking completion status, splitting application fees, and merging credit check results into a single landlord-facing view. Ran 2 rounds of moderated usability testing with 6 participants per round, iterating on the status tracking screen where participants couldn't tell whose section was still incomplete.
- Contributing 14 new components and 8 component variants to the shared Zillow Cosmos design system in Figma, including an updated property card, listing comparison table, scheduling module, and application status tracker. Documenting interaction specs, states (default, hover, active, disabled, error, loading, skeleton), and responsive behavior for each component.
- Facilitating weekly design critique sessions with 5 other designers on the rentals product team, providing structured feedback using a goals/approach/concerns format. Also presenting design work to the Director of Product Design monthly, framing decisions in terms of user research findings and business metrics (conversion rate, time-to-apply, tour-to-lease rate) rather than aesthetic preference.
- Built a Figma prototype for the saved search notification redesign that engineering used directly as the implementation spec, reducing the need for a separate handoff document. The prototype included all states, edge cases (no results, price drop alerts, listing removed, favorited listing rented), and responsive breakpoints for mobile, tablet, and desktop.

UX/UI Designer

January 2023 - March 2024

Aimcast | Newark, NJ

Joined Aimcast as the second designer on the product team during the v2.0 redesign of their B2B SaaS platform for podcast advertising and audience analytics. Worked directly with the Head of Product, a 4-person engineering team, and the customer success lead. Responsible for all product design work including user research, wireframes, high-fidelity mockups, interactive prototypes, and building the foundational design system from scratch.

- Designed 120+ screens for the Aimcast v2.0 platform redesign, covering the campaign builder, audience analytics dashboard, ad insertion scheduling, reporting module, and account management. Started with low-fidelity wireframes in FigJam to align with the product manager on information architecture before moving to high-fidelity mockups in Figma.
- Built the Aimcast design system from scratch in Figma using atomic design methodology. Created a token layer (colors, typography, spacing, elevation), an atom layer (buttons, inputs, badges, icons), a molecule layer (form fields, cards, table rows, nav items), and an organism layer (data tables, chart panels, sidebar navigation, modal dialogs). This system reduced new feature design time by roughly 40% because the engineering team could reference consistent components instead of one-off designs.
- Conducted 6 moderated usability sessions with existing Aimcast customers to validate the v2.0 campaign builder workflow. Discovered that users were abandoning campaign creation at the audience targeting step because the interface presented 30+ targeting options in a flat list. Redesigned the step using progressive disclosure with category groupings and a smart search, which increased task completion in subsequent testing from 55% to 88%.
- Redesigned the analytics dashboard from a static table-heavy layout to a card-based visual system with interactive charts (line, bar, donut), sparklines, and configurable date ranges. Worked closely with the front-end engineer to ensure the chart components rendered correctly at different viewport sizes and data states (loading, empty, error, populated).
- Ran competitive analysis on 5 podcast advertising platforms (Spotify Ad Studio, iHeart AdBuilder, Acast, Megaphone, Podbean Ads) to benchmark Aimcast's UX patterns. Created a comparison matrix documenting onboarding flows, campaign builders, and reporting features, which the Head of Product used to prioritize the v2.0 feature roadmap.
- Established the design-to-dev handoff process using Figma Dev Mode, including naming conventions for layers, consistent use of auto-layout for spacing, and annotation notes for interaction behavior. This eliminated the back-and-forth Slack messages that were slowing down the previous sprint cycles.

UX/UI Designer

August 2021 - December 2022

UST (formerly UST Global) | Aliso Viejo, CA (Remote)

Worked within UST's healthcare design practice supporting enterprise UX projects for Anthem (now Elevance Health). Primary project was Anthem MAP (Member Assistance Portal), a virtual assistant and self-service platform used by millions of health plan members to check coverage, find providers, manage claims, and access telehealth. Collaborated with a team of 3 designers, 2 UX researchers, a product owner, and engineering leads in a SAFe Agile environment.

- Designed the conversational UI for Anthem MAP's virtual assistant, creating the interaction patterns for how the chatbot presents coverage information, provider search results, and claims status in a way that feels conversational

rather than transactional. This involved defining message bubble layouts, quick reply chips, carousel cards for provider results, and fallback paths when the AI couldn't understand the query.

- Conducted 12 moderated usability sessions with Anthem members (mix of Medicare, Medicaid, and commercial plan holders) to test the provider search experience. Found that older users (55+) were struggling with the map-based provider results because the pins were too small and the list/map toggle wasn't obvious. Increased pin size, added a numbered list view as the default for mobile, and added distance labels directly on each result card.
- Reduced user clicks in the claims status flow by 25% by restructuring the information hierarchy. The original design required users to navigate through 4 screens to see a claim detail. Redesigned it as an expandable card pattern where the summary shows on the list view and the full detail expands inline, so users can scan multiple claims without navigating away from the list.
- Created responsive wireframes and high-fidelity mockups for 35+ screens covering member dashboard, coverage summary, provider search, claims history, virtual assistant, and telehealth appointment scheduling. Delivered assets in Figma with component-level annotations for the offshore development team.
- Worked with the UX research lead to synthesize findings from 3 rounds of usability testing into a research insights deck that was presented to the Anthem product owner and VP of Digital Member Experience. Prioritized findings using an impact/effort matrix and secured approval to fast-track 4 high-impact, low-effort improvements into the next PI increment.
- Participated in SAFe PI planning ceremonies, translating design work into estimable stories for the engineering team. Learned to break complex design work into sprint-sized deliverables and negotiate scope when engineering capacity didn't match the design ambition for a given increment.

Junior Designer / Visual Designer

June 2020 - July 2021

Anemoi Technologies | Gurgaon, India

First professional design role at Anemoi Technologies, an IoT and industrial automation startup. Responsible for all visual design output including product branding, marketing collateral, packaging, 3D product visualizations, and the company website. Worked directly with the founder and the engineering team in a small startup environment where the designer touched everything from investor pitch decks to product spec sheets.

- Owned all visual design for Anemoi's product line including automated hand sanitizer dispensers and smart lighting systems, creating product branding, packaging design, spec sheets, and marketing materials that were used in B2B sales pitches targeting a \$74M industrial automation market in India.
- Produced 3D product visualizations and exploded diagrams using Illustrator and Photoshop that the engineering team used in investor presentations and trade show booths. These visualizations replaced the need for physical product samples at 3 industry trade shows, saving approximately \$15K in prototype manufacturing costs.
- Designed and built the company's marketing website from scratch, handling layout design, image assets, product photography direction, and responsive design considerations. The site served as the primary lead generation tool for the sales team.
- Created the investor pitch deck that the founder used in seed funding conversations, translating complex IoT product specifications into visual narratives that non-technical investors could understand. The deck went through 8 iterations based on founder feedback and investor questions from initial meetings.
- Developed brand guidelines including logo usage, color palette, typography hierarchy, and image treatment standards, which ensured consistency across all marketing touchpoints as the company scaled from 3 products to 7 during the tenure.

EDUCATION & CERTIFICATION

Master of Science in Design (Product Design, UX Research) | Arizona State University, Tempe, AZ

Bachelor of Mechanical Engineering | VIT University, India

UI/UX Design for AI Products (2025) | Stanford Online

Visual Elements of User Interface Design (2021) | California Institute of the Arts

Product Design: The Delft Design Approach (2021) | TU Delft (edX)

Insights for Innovation (2020) | IDEO