RITWIC SINGH

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PROFESSIONAL SUMMARY

UX/UI Designer and UX Researcher with experience across healthcare, fintech, SaaS, and education. Skilled in user research, interaction design, and visual systems that improve usability, engagement, and business outcomes. Comfortable working end-to-end—from discovery research and journey mapping through wireframes, prototypes, and developer handoff—while collaborating with cross-functional stakeholders in fast-paced, deadline-driven environments.

CORE SKILLS

- **AI Product Design:** Human-AI interaction patterns, conversational UI, AI-assisted workflows, mixed-initiative design, trust calibration, UX evaluation for AI behaviors, safety-first interaction design
- **UX Research:** Usability testing, moderated interviews, surveys, concept evaluation, observational research, journey mapping, literature reviews
- **UX & Product Design:** Information architecture, user flows, wireframing, prototyping, design systems, responsive UI
- **Tools:** Figma, Adobe Illustrator, Photoshop, InDesign
- **Collaboration & Delivery:** Cross-functional collaboration, stakeholder communication, design documentation, rapid prototyping, deadline-driven environments

EXPERIENCE

UX Researcher | Exponent | Phoenix, Arizona | December 2025 - Present

- Conduct UX and human factors research on wearable medical devices, evaluating usability, comfort, and patient adherence in real-world scenarios.
- Plan and moderate user interviews, usability sessions, and periodic surveys, capturing behavioral observations and qualitative feedback from diverse patient populations.
- Synthesize quantitative and qualitative data into clear, data-driven insights and recommendations for clients, ensuring data integrity and adherence to device handling protocols.
- Collaborate with human factors scientists, clinicians, and engineering teams to design and execute research studies that assess device impact on patient safety and medical outcomes.

UX Consultant | Vision Bank | Phoenix, Arizona | April 2025 - August 2025

- Provided UX consulting for Vision Bank's next-generation internal platform, evaluating the existing experience and recommending improvements to navigation, workflows, and visual hierarchy.

➔ Enhanced the LMS experience by streamlining key workflows (onboarding, course enrollment, progress tracking), reducing friction across core user journeys.
➔ Designed and delivered an updated UI kit/design system aligned with Vision Bank's brand guidelines, improving UI consistency, scalability, and design-to-development handoff.
➔ Conducted market and competitive research on modern CMS and SaaS platforms, using findings to inform updated user flows and best practices for a more intuitive, industry-aligned experience.

Graphic Designer | Creative Visual Group | New Jersey | January 2024 - April 2025

➔ Led design and production for 90+ physical display units for luxury fashion brands, elevating in-store visual merchandising and brand presence.
➔ Managed high-profile design projects end-to-end, coordinating with production, account teams, and vendors to meet tight deadlines and strict client specifications.
➔ Developed innovative display concepts and graphic solutions using Adobe Creative Suite, balancing aesthetics, structural constraints, and brand guidelines.

UI/UX Designer | Aimcast | New Jersey | January 2024 - June 2024

➔ Created 120+ wireframes and interactive prototypes for Aimcast v2.0, focusing on usability, visual cohesion, and scalability across the platform.
➔ Conducted user research and competitive analysis to inform design decisions, ensuring the product aligned with user needs and market expectations.
➔ Built a comprehensive design system and UI kit, standardizing components, typography, and color usage to maintain consistency and streamline collaboration with engineering.

UX Consultant | Stars and Vogue | Phoenix, Arizona | August 2023 - January 2024

➔ Delivered UX consulting for an e-commerce platform, identifying friction points in the funnel and prioritizing fixes to improve conversion.
➔ Audited user flows and interaction patterns, documenting UX flaws and opportunities in a detailed findings and recommendations report.
➔ Partnered with stakeholders to implement improvements in navigation, content hierarchy, and visual cues, contributing to a 62% increase in conversions through better engagement and more efficient paths to purchase.

UX/UI Designer | Arizona State University | Tempe, Arizona | January 2023 - July 2023

➔ Designed Project Loom, a project management tool for ASU's tech support department, streamlining task tracking and communication.

➔ Utilized visual cues and interaction patterns that guide users naturally toward task completion, reducing ambiguity in workflows.
➔ Focused design on efficiency and error prevention, drawing inspiration from quality-assurance principles to minimize mistakes and rework.

UX Designer | UST Global | Aliso Viejo, California | May 2022 - December 2022

➔ Contributed to the strategic UI design of Anthem MAP, enhancing user experience within a healthcare virtual assistance ecosystem.
➔ Conducted user interviews and usability testing with diverse user groups, synthesizing feedback to refine flows and interaction patterns.
➔ Optimized wireframes and mockups to reduce user clicks by 25%, and created qualitative analysis reports to guide stakeholders on prioritizing UX improvements.

Industrial Designer | ASU Steamtank | Tempe, Arizona | August 2022 - May 2023

➔ Designed visual assets and interactive graphics for a children's museum exhibit, increasing daily visitor engagement by 200+ visitors.
➔ Collaborated with engineers, educators, and marketers to ensure a cohesive and educational exhibit experience.
➔ Created documentation templates and visual guides that improved internal coordination and streamlined project workflows.

UX Researcher | Waymark Gardens | Glendale, Arizona | January 2022 - May 2022

➔ Designed an application to improve the quality of life for elderly residents by simplifying how they request help and services.
➔ Conducted observational research and interviews with 30+ residents, uncovering safety, accessibility, and communication pain points.
➔ Analyzed qualitative data to generate concepts for improved features and flows, prototyping solutions in Figma and testing them with residents to iteratively refine the experience.

Designer | Anemoi Technologies | Gurgaon, India | June 2020 - May 2021

➔ Designed industrial-grade graphics and marketing materials for products in a $74M target market, supporting sales and brand visibility.
➔ Enhanced product branding for innovative solutions, including automated hand sanitizers and lighting systems.
➔ Produced 3D visualizations and diagrams that improved product understanding among clients

and internal teams.

PROFESSIONAL DEVELOPMENT & COMMUNITY ENGAGEMENT

Professional Development & Community Engagement | Phoenix, Arizona | August 2025 – December 2025

➔ Certificate — **UI/UX Design for AI Products** (Stanford Online): Designed AI-assisted workflows and conversational experiences; practiced evaluation methods for AI behavior quality, trust, and usability; applied ethical risk frameworks (privacy, misuse, harms, and societal impact) to product design decisions.

➔ Studied fine woodworking, strengthening hands-on making skills, spatial reasoning, and design-for-manufacturing intuition.

➔ Volunteered at Feed My Starving Children, participating in meal-packing events and supporting community-focused initiatives.

➔ Learned screen printing and T-shirt design, exploring brand-building, visual storytelling, and physical product design through apparel.

EDUCATION

Arizona State University | Tempe, Arizona
Masters of Science - Design| GPA: 3.78 | Major: Product Design Minor: UX Research

CERTIFICATIONS:

➔ **Stanford Online** — UI/UX Design for AI Products (2025)
➔ **California Institute of the Arts** — Visual Elements of User Interface Design (2021)
➔ **TU Delft (edX)** — Product Design: The Delft Design Approach (2021)
➔ **IDEO** — Insights for Innovation (2020)