

# RITIKA RAMESH

Product Designer

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## STATEMENT

I'm a product designer who started in psychology and let it shape how I understand the people I design for. I love the quiet decisions users don't notice but can feel. I've worked across consumer products, large-scale systems and emerging tech, designing with AI without losing what makes it feel human.

## EXPERIENCE

### Product Designer

01.2022 – Present

#### Early Warning Services, Zelle®

- Migrated the Zelle design system from Sketch to Figma as the **sole product designer**, rebuilding component libraries and design tokens to upgrade from iOS 8 to iOS 16, reaching **100% internal adoption** and cutting design-to-build time by **30%**.
- Designed and shipped an **internal Figma plugin** that flags UI copy inconsistencies live during design, cutting **copy review time by 50%**.
- Led structured audits across **9 partner platforms** and synthesized findings into reusable patterns adopted by **2,000+ institutions**, halving cross-platform alignment from **8 to 4 weeks** with a **100% audit pass rate**.
- Shipped consumer and small business experiences for **150M+ users** across web and mobile, including Zelle Tags, a personalized identity feature now part of the core send flow.
- Designed **high-stakes safety flows** that reduced incidents by **60%** while keeping interactions simple and consistent.

### UX Design Consultant

01.2025 – 08.2025

#### Center for Digital Experiences at Pratt Institute

- Led an **end-to-end trust and access redesign** for Golden Boots Uganda, a youth football nonprofit, after research showed users had to call and share card details over the phone, breaking trust before they engaged.
- Restructured the **information architecture** with a clear homepage hierarchy and a **persistent CTA** so the experience felt safe, modern and immediate.

### Graphic Designer

05.2021 – 01.2022

#### ASU Thunderbird School of Global Management

- Designed **interactive e-learning modules**, multimedia content and completion badges for international academic programs reaching **1,000+ learners**, building logos, brand assets and visual systems from scratch in Adobe Illustrator.
- Partnered with instructional designers on **information hierarchy and content systems**, building reusable templates that cut production time across courses.

### Behavioral Health Technician

08.2020 – 05.2021

#### Autism Spectrum Therapies

- Conducted **behavioral observation and pattern analysis** across client sessions, translating qualitative data into iterative intervention strategies that helped **one-third of clients** transition to less intensive services within **18 months**.
- Synthesized observational research into **actionable insights** for clinical teams, contributing to **90% of clients** making progress within **30 days**.

## LEADERSHIP

### Deputy Director | UX Designer, Design & Social Media

02.2025 – Present

#### Climate Cardinals

- Design **posters and Instagram content** for one of the largest **youth-led climate education organizations**, reaching **24.9K+ followers across 145 countries**.
- Designed the **Ambassador Program website** that lets climate influencers pull ready-to-post content and share to their socials, scaling outreach without adding production load.

## SELECTED PROJECTS

- **Soma: A Connected Wellness Ecosystem**. Multi-device wellness system exploring ambient and wearable interfaces for emotional regulation. [Published at ACM TEI 2026](#).
- **Pocket Wall**. Shipped web app that turns a physical desk-organization system into a portable digital workspace. [pocketwall.netlify.app](#).

## AWARDS AND CERTIFICATIONS

Grace Hopper Celebration Speaker – Accessibility in Practice: Designing Under Constraint with AI Support 2026

ACM New York Celebration of Women in Computing – Vibecoding with Lovable: How Ideas Become Working Prototypes 2026

Figma Academy 2.0 [Certification](#) 2024

## EDUCATION

M.S. Information Experience Design – Pratt Institute – New York City, NY

B.S. Psychology (Minor, Studio Art) – Arizona State University – Tempe, AZ

## SKILLS

**Design:** Product Design, UX Design, UI Design, Visual Design, Interaction Design, Design Systems, Design Specifications, UX Writing, Component-Based Design, Information Architecture, Prototyping, Wireframing, User Flows, Micro-interactions, Responsive Design, Native Mobile Design (iOS, Android), Cross-Platform Design, Service Design, Design Strategy, Brand Design, Motion Design, Inclusive Design, Accessibility (WCAG 2.1, ARIA), Wearable Design, XR Design, Spatial Design, Typography

**Research:** User Research, User Interviews, Usability Testing, A/B Testing, Accessibility Audits, Competitive Analysis, Journey Mapping, Persona Development, Heuristic Evaluation, Ethnographic Research, Affinity Mapping, Surveys, Qualitative Research, Quantitative Research, Data Visualization, Responsible AI Practices

**Methods:** Product Thinking, Design Thinking, Human-Centered Design, User-Centered Design, Data-Driven Design, Experimentation, Iterative Design, End-to-End Design Ownership, Navigating Ambiguity, Agile, Workshop Facilitation, Cross-Functional Collaboration, Stakeholder Management, Storytelling, Mentorship

**Tools:** Figma, FigJam, Sketch, Framer, Webflow, Adobe Creative Suite (Photoshop, Illustrator, After Effects, InDesign), Procreate, Miro, Confluence, Jira, Asana, Notion, UserTesting, Optimal Workshop, Google Analytics, Tableau, GitHub

**AI Tools:** Claude (Code, Design), ChatGPT, Gemini, Perplexity, Cursor, Lovable, Vibecoding, AI-Powered Design, Generative UI, AI Prototyping, Prompt Engineering, Agent Orchestration

**Languages & 3D/Spatial:** HTML, CSS, JavaScript, Node.js, Express, SQL, C#, Unity, Blender, Maya