Rujuta Dharu
UX/UI Designer

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SUMMARY

With 3 years of hands-on experience, I'm a results-driven UX/UI designer specializing in designing websites and mobile apps. Proficient in UX/UI design, service design, qualitative and quantitative research, graphic design, and industrial product design. Known for my problem-solving abilities and knack for delivering innovative solutions. I thrive in collaborative environments, effectively communicating complex design concepts across cross-functional teams.

SKILLS

Tools: Figma, Fig Jam, Adobe Illustrator, Adobe Photoshop, Adobe InDesign, Adobe Xd, Rhino, Microsoft Office, Miro.

Design Skills: Design Research, Research Analysis, UX/ UI Design, Mockups, Prototyping, Wireframing, User Journey Mapping, Heuristic Evaluation, Creating User Personas, Usability Testing, User Interviews, Secondary Research, Information Architecture, Content Writing, Comparative Analysis, Benchmarking, A/B Testing, User Experience Enhancement, Workshop Facilitation, Ethnographic Study, Service Blueprints, Prototyping, Information Design, Interaction Design, Micro-Interactions, Accessibility Design, Visual Design.

Interpersonal Skills: Effective Communication**,** Teamwork and Collaboration, Problem Solving, Time Management, Critical and Innovative Thinking.

Languages: English, Hindi, Marathi, French (Elementary), German (Elementary).

PROFESSIONAL EXPERIENCE

SELF- EMPLOYED
Pune, India
FREELANCER
09/2023-Present
Design Skills: Design Research, UX/UI Design, Qualitative Research planning, Graphic Design
Application Tools: Figma, Adobe Illustrator, Adobe Photoshop, Microsoft Office, Miro.
- Experience in designing websites and mobile applications, utilizing expertise in Figma in UX/UI design and interaction design.
- Redesign and refinement of website UI for hand-offs.
- Strategized and developed quantitative research strategies.
- Designed custom graphics for printing and digital sharing, utilizing expertise in adobe suite.
- Conducted client meetings for onboarding, scope of work, project heads-up and hand-offs.

SARG DESIGN STUDIO
Pune, India
JR. PRODUCT DESIGNER
07/2022-08/2023
Design Skills: Industrial Design, UX/UI Design, Graphic Design, Service Design.
Application Tools: Figma, Adobe Illustrator, Adobe Photoshop, Adobe InDesign, Rhino 6, Microsoft Office, Miro.
- Conducted design research and analyzed data into usable insights.
- Designed and detailed solutions for packaging and wayfinding signage design.
- Experience in designing websites, utilizing expertise in Figma in UX/UI design and interaction design.
- Established information design templates for efficient and streamlined design process.
- Trained interns and fellow employees to effectively use the established design system, and familiarized client team with the design process.
- Contacted vendors and benchmarked parameters for quality outputs of designed solutions.
- Facilitated client meetings and lead brainstorming sessions.
- Oversaw manufacturing and quality of the designed solutions.

DESIGN INTERN (Project: PMPML Bus System)
12/2021-06/2022
- Benchmarked design systems on global level.
- Evaluated current system and identified loops scope for improvement.
- Designed and developed new design touchpoints for improved user-centric approach in the existing system.
- Oversaw manufacturing and quality of the designed solutions.

PENSAAR DESIGN
Bangalore (Remote), India
DESIGN INTERN
03/2021-05/2021
Design Skills: UX/UI Design, UX Research
Application Tools: Figma, Invision, Miro.
- Assessing and redesigning user flows for mobile app and website.
- Conducting secondary research and derived usable insights for further improvements.
- Organized and facilitated user interviews, utilizing my qualitative research skills.
- Strategizing and designing content for social media.

PERSONAL PROJECTS

- **Food ordering app**: designed an in-restaurant food ordering application for an indian restaurant chain. This app enables users to place orders directly, bypassing intermediaries and minimizing errors in order placement. Key features include food customization, in-restaurant order tracking, and the ability to pre-order items before arrival. https://www.behance.net/gallery/186886793/Fusion-Retreat .
- **Car pool app**: an app for professionals to connect with travel companions for commutes or daily work trips, enabling cost-sharing and collaborative planning.

EDUCATION

MIT- WPU, SCHOOL OF DESIGN. Pune, India
PRODUCT DESIGN – 8.99   **2018-2022**

CERTIFICATION

- UX research for apps: user-centric from concept to launch (2024): https://www.udemy.com/certificate/UC-7ebcee98-6063-41ea-9ea6-a0192a3a4c9b/
- Foundations of User Experience (UX) (2022): https://coursera.org/share/b28b36779e81944493dd14262cbb564c
- Service design: designing for experience over time. (2021): https://www.udemy.com/certificate/UC-62da8b6f-ca9f-42a2-8a37-aebc7d18f600/