



RITIKA RAMESH

UX Designer

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STATEMENT

UX designer with 3 years of experience in P2P and B2B2C services, merging web and mobile design with front-end development. I create impactful digital experiences by combining user research with agile methodologies to deliver solutions that connect with people.

EXPERIENCES

04/23 - Present
New York City, NY

UX Designer

@ Early Warning Services - Zelle

- Led design system development for Zelle® mobile applications across 20+ financial institutions, including launching small business payment solution with consistent experience and compliance standards
- Created wireframes, prototypes and visual assets while maintaining component library, optimizing mobile app experience through user research and flow design
- Established UX review processes and evaluation frameworks for bank partners, while mentoring design interns and sharing methodologies across teams

01/22 - 04/23
Scottsdale, AZ

Product Design Intern

- Led product design for Zelle® as sole designer, delivering key features with product managers
- Migrated Zelle's design system from Sketch to Figma while maintaining component library
- Partnered with UX writer to redesign internal branding and style guide, establishing design standards
- Created product playbooks to document best practices across Early Warning Services

05/21 - 01/22
Tempe, AZ

Graphic Design Intern

@ ASU Thunderbird

- Developed multimedia e-learning graphics and interactive modules for international students
- Created and modified vector illustrations, photos, and video content for academic programs
- Collaborated with Instructional Design team to validate and enhance existing learning materials
- Managed program documentation while maintaining client communications

08/21 - 10/21
Remote

Web Designer

@ MyTextMate

- Designed and prototyped company's landing page in Figma, collaborating with founder and design team to align with brand vision
- Developed responsive website using Webflow, optimizing performance and user experience across all devices

EDUCATION

Pratt Institute - School of Information

M.S. Information Experience Design

Arizona State University

B.S. Psychology (Human System Engineering, Minor in Studio Art)

SKILLS

Figma	HTML	Interactive Design
Sketch	CSS	User Research
Procreate	JavaScript	Illustration
Canva	Java	Animation
Framer	Python	Wireframing & Prototyping
Webflow		Concept Development
Adobe (Ai, Ps, Id, Ae, Lr)		