

Ruchi Pandey

Kolkata, India 700060, 6290223635, rpruchi12@gmail.com, LinkedIn www.linkedin.com/in/ruchi-pandey-774b021b9, Portfolio: <https://ruchipandeyportfolio.framer.website/>

UI/UX Designer | Figma | User Research | Prototyping | Information Architecture

Profile Summary

- Results-driven UI/UX Designer with experience in creating intuitive, business-aligned digital experiences for web platforms.
- Advanced proficiency in Figma for wireframing, high-fidelity prototyping, user flows, and information architecture.
- Proven ability to translate business requirements into designs that improve engagement (15–25% lifts) and reduce iteration cycles (~20%) through cross-functional collaboration and clear documentation.
- Experienced across ecommerce, healthcare, and consulting domains. Founder of a 200+ member UI/UX community with a strong passion for modern design trends and human-centered solutions.

Experience

UI/UX Designer — Intelisync, Pune , February | 2026 - current

- Designed UI elements, visual systems, and content layouts for digital platforms and marketing campaigns, improving brand consistency across 3+ channels and contributing to 15–25% higher campaign engagement through optimized visual hierarchy and user interaction.
- Developed wireframes, layout structures, and rapid prototypes that reduced design iteration cycles by ~20% by enabling early cross-functional alignment and clear documentation of design decisions.
- Translated business and campaign requirements into high-impact visual designs while ensuring 100% adherence to brand guidelines and applying modern design principles.
- Collaborated with cross-functional teams (design, marketing, and development) to deliver 10+ projects within tight deadlines, actively participating in feedback cycles that improved output quality and reduced revision rounds.

UI/UX Designer — *Silvershine Industries, Kolkata (Remote)* | March 2023 – December 2025

- Led the end-to-end user experience and interface design strategy for industrial solutions, executing user research, high-fidelity wireframing, and interactive prototyping.
- Conducted user research and created targeted user personas, journey maps, and site maps to guide user-centered design decisions and simplify operational interfaces.
- Designed interactive prototypes and high-fidelity mockups in Figma, applying information architecture and interaction design principles that reduced navigation confusion and improved task completion efficiency.
- Collaborated with development teams to integrate UI designs using consistent components and design systems, reducing development turnaround time by 15–20%.

- Ensured visual consistency and adherence to usability best practices across modules while contributing to requirement discussions with clear visual and functional specifications

Human Relations and User Experience (Intern) — Indian Institute of Internship, Kolkata | August 2020 – April 2023

- Applied user-centered research to optimize internal digital workflows, portals, and digital onboarding lifecycles.
- Promoted to Team Leader and Head of Department due to strong execution, proactive cross-functional leadership, and exceptional timeline management.

Projects:

- Giva & Elante Website Redesigns — Led full design process including user research, personas, journey mapping, information architecture, wireframing, and high-fidelity prototyping in Figma for ecommerce and service websites.
- Design Community Leadership — Founded and scaled a 200+ member UI/UX community; published 100+ design posts and case studies; led discussions on interaction design and user experience.

Skills

- Design Tools: Figma (Advanced), Adobe Photoshop, Adobe Illustrator, Sketch, Fig Jam (for workshops & collaboration)
- UX & Design Skills: Wireframing, High-Fidelity Prototyping, User Research, User Flows, Information Architecture, Journey Mapping, Usability Testing, Visual Design, Typography, Color Theory, Layout Design, Interaction Design, Design Systems
- Professional Skills: Cross-functional Collaboration, Stakeholder Communication, Design Documentation & Specifications, Feedback Facilitation, Agile Teamwork, Business Requirement Translation, Modern Design Trends

Education

- **University of Engineering and Management, Kolkata, B.Tech in ECE, August 2020 - August 2024, 7.89 GPA/CGPA**
- **Shaw Public School at Kolkata, India, 87.75% in ICSE, 85.65% in ISC**

Certifications

- **Full Stack Web Development (JavaScript), University of Arizona | Aug 2023**
 - o Gained understanding of front-end technologies, improving ability to design developer-friendly UI solutions
- **Java Programming, Oracle Academy | Feb 2024**
 - o Developed foundational programming knowledge to better collaborate with engineering teams
- **Project Experience Certification, Indian Society of Innovative Project Research | Aug 2023**
 - o Completed hands-on project work focused on practical application and problem-solving

Volunteering

- Teacher – Little Umbrella Foundation

Personal Details

- Date of Birth: 20/02/2002
- Nationality: Indian