

Ruchitha GK

Dallas, TX (open to relocation) | ruchithagk99@gmail.com | 317-524-9636 | Portfolio | LinkedIn

SUMMARY:

Human-centered Product Designer with 4+ years of experience across finance, healthcare, and nonprofit SaaS. Expert in translating research into secure, scalable, and WCAG 2.1-accessible design. Boosted task success rates by 20%, reduced dev cycles by 15%, and improved user satisfaction through responsive, AI-assisted workflows. Skilled in dev handoff using Figma and HTML/CSS. Holds an MS in Human-Computer Interaction.

EDUCATION:

Master of Science in Human-Computer Interaction

May 2024

Indiana University - Purdue University Indianapolis, Indiana, United States

Bachelor of Technology in Computer Science

June 2021

Visvesvaraya Technological University

EXPERIENCE:

Digital Product Designer | FBS Securities, TX

Sep 2024 - Present

- Led end-to-end UX design for FinTech web and product experiences, conducting user research to identify friction points and inform design decisions for secure onboarding and tax-prep workflows.
- Reduced development handoff iterations by 15% by delivering detailed mockups, journey maps, and component specs with clear visual hierarchy and accessibility standards.
- Increased site traffic by 70% and session engagement by redesigning the financial services website with optimized information architecture, responsive layouts, and an LLM-powered chatbot that improved investor onboarding and engagement.
- Improved conversion and cross-selling rates through marketing automation, funnel optimization, and investment dashboard redesigns driven by behavioral data.
- Mentored two junior designers and led cross-functional storyboarding sessions to align design decisions with business objectives and user pain points.

UX Designer | IU Health Hospitals, IN

Aug 2023 - May 2024

- Enhanced clinical decision tools for web and mobile by ensuring HIPAA, WCAG 2.1 AA, and ADA Section 508 compliance, improving task clarity for healthcare staff.
- Identified 30+ usability issues through user research, usability testing, and UX audit, using insights to inform design decisions and reduce error rates by 15% in patient documentation workflows.
- Built a scalable Figma design system with auto-layout, tokens, and component libraries, achieving 85% UI reusability and faster cross-team delivery.
- Conducted usability tests with 20+ healthcare professionals using A/B testing and analytics, aligning UI patterns with patient-centered outcomes and technical constraints.

User Experience Designer | FinchUX, US (Remote)

Jun 2022 - Aug 2022

- Led 7+ e-commerce redesigns across nonprofit and education sectors in a short-term startup contract, which I left to pursue an MS in HCI for advanced UX methods.
- Improved engagement by 25% through multilingual research, empathy mapping, and redesigning inclusive learning experiences for 520+ students.
- Secured grant funding with data-driven UX writing, presenting survey-based impact stories that increased donor trust.
- Strategized the use of color theory, typography, and layout principles to design mobile-first learning collateral, wireframes, and brand visuals that strengthened accessibility and consistency.

User Experience IT Trainee | Fidelity Information Services, US (Remote)

Jun 2021 - Jun 2022

- Reduced bounce rate by 40% by designing high-fidelity payment prototypes and documenting regulatory and risk requirements.
- Improved release accuracy by 15% by balancing rapid sprint timelines with detailed design specifications and streamlining design-to-development handoff; applied my developer background to ensure technically feasible designs.
- Collaborated with a 12-member cross-functional team of UX/UI designers, marketers, developers, and QA engineers through scrum cycles and agile delivery cycles, ensuring timely delivery and consistent quality.

Junior UX Designer | Starevein Technologies, India

Aug 2020 - May 2021

- Increased task completion by 40% through user-centric redesigns for Android/iOS and CMS; used Hotjar heatmaps, scroll tracking, and Google Analytics to surface behavioral insights and drop-off points.
- Increased page load speed by 25% by developing responsive UI on WordPress and Elementor, customizing front-end using HTML, CSS, JavaScript, and React (basic) for optimized performance.

SKILLS:

UX Research & Strategy: User Interviews, Surveys, Contextual Inquiry, Card Sorting, Interaction Design, Competitive Analysis, Heuristic Evaluation, SUS Scoring, Insight Synthesis, Behavioral Analytics, A/B Testing, Think-Aloud, Qual & Quant Research, UX Writing, Cognitive Psychology, Personas, User Journey Mapping, Task & User Flows

Design & Prototyping: Design Systems, Interaction Design, Visual Design, Information Architecture, Wireframing, Prototyping, Storyboarding, Concept Design, Usability Testing, Human Interface Guidelines, Conversational UI, Responsive Design

Tools: Figma, Sketch, Miro, Notion, Voiceflow, Adobe XD, Photoshop, Illustrator, InDesign, After Effects, Balsamiq, Jira, Dreamweaver, Protopie, Framer, Slack, Lottie, Adobe Experience Manager, Procreate

Web & Code: WordPress, Elementor, HTML, CSS, JavaScript, React (basic), Angular (basic)

AI Tools: Gamma, CoPilot, HubSpot AI

CERTIFICATIONS:

Foundations of User Experience (UX) Design | Google Certificate