

Ruchitha GK

Dallas, TX (open to relocation) | ruchithagk99@gmail.com | 3175249636 | [Portfolio](#) | [LinkedIn](#)

SUMMARY:

Human-centered Product Designer with 5+ years of experience in **fintech, healthcare, B2B, and SaaS**. Specializing in **AI-augmented workflows** and technical feasibility, leveraging a **Master's in HCI** and a **Computer Science background** to reduce development cycles and improve task success rates. Expert in translating complex research into secure, **WCAG 2.1**-accessible architectures and functional **HTML/CSS** prototypes.

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 **UI Design** and **UX** for FinTech products, conducting **user research, Competitive Analysis, user journey mapping**, and persona development to identify friction points in secure onboarding and tax-prep workflows.
- Defined the **product roadmap** for a Financial AI **LLM Agent** by architecting its personality, conversational logic, and knowledge base in **Voiceflow**, and implemented rigorous testing to reduce model hallucinations and ensure data accuracy.
- Eliminated technical handoff friction by using **Cursor AI** to deliver functional **React/Tailwind** prototypes, and reduced iteration cycles by **60%** by providing developers with technically feasible component specs.
- Increased site traffic by **70%** and engagement by redesigning the financial services website with optimized **Information Architecture, responsive layouts**, and an LLM-powered chatbot.
- Accelerated the design of **Data-dense UI** and complex architectures by 50% using **Figma Make** to generate component frameworks, allowing for increased usability testing and Prototyping within agile cycles.
- **Mentored 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 by ensuring **HIPAA, WCAG 2.1 AA, and Accessibility Design** compliance, improving task clarity and accessibility for **healthcare** staff.
- Identified 30+ usability issues through user research, **usability testing**, and **UX audits**, utilizing **Insight Synthesis** to 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 to align UI patterns with patient-centered outcomes and technical constraints.

User Experience Designer | Morgan Stanley, (consultant via FinchUX), US (Remote) Jun 2022 - Aug 2023

- Led 7+ feature redesigns using multilingual research, empathy mapping, and inclusive design to reduce bounce rate by 25%.
- Increased task completion by 40% through user-centric redesigns, utilized **Hotjar heatmaps, scroll tracking**, and **Google Analytics** to surface behavioral insights.
- Strategized the use of **color theory, typography, and Layout Design** to create mobile-first high-fidelity wireframes.

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 applied **developer background** to ensure technically feasible designs.
- Collaborated with **12-member cross-functional** teams through Scrum and Agile delivery cycles, ensuring timely delivery and **consistent quality**.

Junior UX Designer | Orion Technolab, India Aug 2020 - May 2021

- Secured grant funding with data-driven **UX writing**, presenting survey-based impact stories that increased donor trust and brand consistency.
- Increased page load speed by 25% by developing a responsive UI on WordPress and Elementor, customizing the front-end using **HTML, CSS, and React**.

SKILLS:

AI & Intelligent Systems: Figma Make, Cursor AI, Generative AI, AI Ethics & Bias Mitigation, Claude 3.5, Perplexity, Voiceflow

UX Research & Strategy: Qualitative & Quantitative Research, Competitive Analysis, Insight Synthesis, User Interviews, Contextual Inquiry, Card Sorting, Heuristic Evaluation, SUS Scoring, A/B Testing, Personas, user flows, Task Flows.

Design & Prototyping: UI Design, Prototyping, Low-fidelity Prototypes, Framer, Design Systems, Design Tokens, Auto-layout, Information Architecture, Wireframing, Accessibility Design, Conversational UI.

Web & Code: React, Tailwind CSS, HTML5, CSS3, JavaScript, WordPress, Elementor.

Governance & Tools: Figma, Adobe Creative Suite, Stark, Axe DevTools, Design Governance, Jira, Miro, Notion, Slack.

CERTIFICATIONS:

Foundations of User Experience (UX) Design | Google Certificate
Generative AI | LinkedIn Certificate