

# VINIT RAMRAKHYANI

Sr. UI/UX Designer | Product Designer

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Dynamic UI/UX Designer with **4.5+ years** of experience crafting user-centric designs for web, mobile, and SaaS. Skilled in user research, high-fidelity design, and design thinking, with a proven ability to collaborate cross-functionally to drive innovation. Proficient in Sketch, Figma, and Adobe CS, contributing to enhancing situational awareness tools at Macquarie.

## WORK EXPERIENCE

### Senior UI/UX Designer Oct., 2022 - Present

Macquarie Group Pvt. Ltd., Gurugram

- Lead the design process for digital products, including the **Macquarie Banking app**, **Macquarie Asset Management website**, and multiple **internal SaaS and B2B solutions**. Ensure alignment with user needs and business goals through in-depth user research and analysis.
- Developed the **design system** for the Macquarie Banking App (Insights section), crafting **typographic styles**, **reusable design components**, and **user personas** to ensure consistency and enhance user experience.
- Leading the design strategy for multiple projects, monitoring the work of **junior designers** and providing constructive feedback to elevate design quality.
- Collaborated with **stakeholders and product managers** to analyze user feedback and performance metrics, iterating on designs to continuously enhance the user experience.
- Partnered with **engineering and product management** teams to align design concepts with technical constraints and business objectives, ensuring seamless implementation.
- Led **usability testing sessions** to gather user feedback, refining designs based on insights to enhance user satisfaction and usability.

### Design Associate Dec., 2021 - Oct., 2022

upGrad Pvt. Ltd., Noida

- Designed **user flows**, **journey maps**, and **wireframes** for upGrad International, transforming them into interactive prototypes across digital platforms.
- Performed competitor analysis, A/B testing, persona creation, and UX strategy.
- Conducted and facilitated over **50+ user testing sessions**, which informed design adjustments enhancing product usability and interface.

### Design Executive Oct., 2020 - Dec., 2021

YOMA Technologies Pvt. Ltd., Gurugram

- Contributed to the design and development of user interfaces for digital products like the **Love In Store app**, ensuring a seamless and user-friendly experience.
- Worked closely with the marketing and sales teams to integrate brand identity into designs, boosting brand consistency across all platforms.
- Designed dashboards for the internal team to monitor and track merchandisers efficiently.

## Education

### MBA (DISTANCE LEARNING in IT)

Jaipur National University, Jaipur

2019-2021

### BACHELOR OF TECHNOLOGY (EIC)

Govt. Engineering College, Ajmer

2015-2019

## Skills

### Design

User Experience · Interaction Design · User Interface · Physical and Digital Prototyping · Visual Design · Wireframing · Low-High Fidelity Mockups

### Research

User Interviews · User Testing · Information Architecture · Journey Mapping · Quantitative Analysis · A/B Testing · Competitor Analysis · Design Strategy

### Software

Figma · Sketch · Keynote · Illustrator · Photoshop · InDesign · AfterEffects · Adobe XD · Microsoft Office · HTML · CSS · JQuery (working knowledge)

### Visual Design

Poster Design · Branding · Typography · Iconography · Book Design · Book Binding · Web Design, Stylesheets and Guidelines

### Other Skills

Rapid Iteration · Cross-functional Collaboration and Communication · Human-centered Approach · Provide and Solicit feedback