Ritika Kathal

Senior UX Designer

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Portfolio

Experienced Designer with expertise in designing user-centered digital experiences for web and mobile applications. Skilled in leading projects within cross-functional teams, focusing on both internal and customer-facing platforms. Passionate about applying UX strategy and service design principles to create seamless, impactful experiences.

WORK EXPERIENCE

Senior UX Designer

General Aeronautics Pvt Ltd   *Jan 2022 - Present*

- **Drone Booking Management System**: Designed and implemented a Farmer Drone Service Booking and Pilot Management System to streamline operations and align with the requirements of the client.
- **Redesign of Drone Pilot Mobile App**: Led a UX/UI redesign of a mobile app for drone pilots, improving booking management and usability, resulting in a 30% increase in task completion rates compared to previous app flow.
- **AI Image Processing Software**: Designed a user-centered web application for automated drone path generation, reducing manual mapping time by 40%.
- **Ticketing & Drone Maintenance System** :
  - *Dynamic Ticketing platform*: Designed a knowledge-based ticketing system that reduced minor ticket volumes by 35% and improved resolution times for high-priority issues.
  - *CRM Ticket Management software*: Worked on Improving the ticketing system for better managing drone maintance related tickets and oversees the job assigned to technician against a ticket
  - *Technician App for drone maintence* : Developed a user-friendly application for Drone Technicians to track all the tasks and keep record of all the serviced drone and related assets with regards to raised tickets
- **ERP system** : Employed service design principles to simplify manufacturing and inventory workflows, reducing operational complexities by 30% and improving usability through strong cross-functional collaboration.
- **Mentorship**: Mentored junior team members on design best practices, providing guidance on user-centered design for internal projects.

UX Designer

MartOnline-Freelance Project   *July 2024 - Sept 2024*

- Redesigned a user-centered **mobile app for non-financial banking services** and **marketplace**, delivering improved functionality and user engagement

EDUCATION

Master of Design, NIFT   Bengaluru- India

Experience Design | 2020-2022

Bachelor in Engineering, UIT   Bhopal- India

Information Technology | 2016-2020

SKILLS

- **Design & Prototyping Tools:** Figma, Adobe XD, Protopie, Miro and Mural, Illustrator, Photoshop, Sketch, Principle
- **User Research & Testing:** User Interviews, Usability Testing, Persona Development, Service Design, Iterating designs
- **UX Strategy & Execution:** Design Systems,Information Architecture, Interaction Design, Responsive Design(Mobile and Desktop), Interface and Viusal Design, Design Principles, Design Thinking
- **Technical**: HTML & CSS skills
- **Data Visualization & Analysis:** Dashboard Design &KPIs , Track and Analyze Data, Data Visualisation Tools
- **Collaboration & Leadership:** Agile Methodologies, Stakeholder Engagement, Team Mentoring, Sales, and Marketing
- **Emerging Technologies:** Generative AI, Design Tools Integration

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