# Ritesh Dhibar

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## Summary

Passionate UI/UX Designer with over 3 years of experience in crafting intuitive, user-centered designs for **SaaS, enterprise, Design agencies, and pet industries.** Expertise in building scalable design systems and creating seamless user experiences that align with business goals. Adept at collaborating with cross-functional teams to deliver design solutions that are visually engaging, functional, and consistent across platforms. Proven ability to lead projects from concept to execution, incorporating user research and feedback to drive continuous improvement.

## Portfolio

[Portfolio](https://uxritesh.com/)  - https://uxritesh.com/

## Experience

### Gaian Solution

UX Designer, Hyderabad
12/2023 - 07/2024

- **Design System Creation**: Led the development of an enterprise-wide design system for 10+ platform/web applications, optimizing scalability and consistency across products.
- **UI Design**: Designed 3 major modules within the Enterprise suite (Marketing Automation, Business Proposals, Web Tokenization), delivering a seamless user experience.
- **Cross-functional Collaboration**: Partnered with product and development teams to streamline design implementation.
- **311 Platform**: Developed a non-emergency citizen-to-government communication platform, adapted for TV and tablet versions.

### Inovies

UI/UX Designer, Hyderabad
03/2023 - 10/2023

- **UI Standards**: Created and maintained UI standards across 6 websites and 2 mobile applications, ensuring consistency and ease of use.
- **International Client Management**: Successfully managed diverse, cross-cultural design projects.
- **Project Management**: Led design sessions, working closely with clients to align on functional requirements and ensuring timely delivery.
- **Brand Enhancement**: Designed brochures, websites, and client-facing materials, improving brand visibility and engagement.

### SNOOT (Animal family Pvt. Ltd.)

UI/UX Designer, Hyderabad
08/2022 - 03/2023

- **Brand Consistency**: Developed a cohesive design language used across all platforms, ensuring visual consistency in digital and print media.
- **Exhibition Success**: Designed and managed the SNOOT stall for *PETEX 2023*, increasing event engagement and driving a 25% increase in product sales
- **Investor & Stakeholder Presentations**: Designed compelling investor pitch decks that led to successful funding rounds, visually presenting complex ideas in a manner that resonated with stakeholders.
- **Increased Customer Engagement**: Directly coordinated with content writers to create engaging social media posts, aligning design elements with the company's message, resulting in a 15% growth in social media sales

- **Pet Health Record Book Design**: Designed a Pet Health Record book, visualizing pet care instructions in a playful and engaging format, making it enjoyable for all audiences, including children.
- **Merchandise Design**: Spearheaded the design of branded merchandise, including pet care kits and apparel, contributing to a 20% increase in product sales during the exhibition.

## CREST Foundation

UI/UX Designer, Hyderabad
02/2022 - 08/2022

- **Responsive Web Design**: Designed over 12+ responsive web pages, ensuring flawless functionality across various devices and screen sizes.
- **End-to-End Collaboration**: Worked closely with developers for pixel-perfect implementation of approved designs, ensuring the final product maintained design integrity.
- **Stakeholder Collaboration**: Worked closely with stakeholders to incorporate their feedback and iterate designs rapidly, leading to quicker project approvals for the company websites
- **Project Management**: Managed multiple design projects simultaneously, meeting tight deadlines without compromising design quality or user experience.
- **User Testing & Iteration**: Conducted multiple rounds of usability testing, identifying areas for improvement in navigation and layout, improving overall user satisfaction.

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## Education

## Bachelor's in Business Administration

Himalayan Garhwal University
03/2023

## Diploma Design and Digital

School of Design and Media
02/2022

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## Technical Skills

- **Design Tools**: Figma, Adobe XD, Adobe Photoshop, Adobe Illustrator, Adobe Lightroom
- **Collaboration Tools**: Slack, Jira,
- **Core Competencies:** Design Systems, Wireframes, Mockups, Prototypes, User Flows, Usability Testing, Comparative Analysis, Responsive Design, Project Management, Interaction Design, User Research & Persona Development