

RHYTHM GADA

User Experience Designer

Portfolio : <https://bit.ly/32FyWjY>

I am a strategy-driven designer who specializes in human-centered design, innovation and research to deliver engaging experiences. Being involved in every aspect of the design process has allowed me to turn ideas into offerings for startups and organizations. As part of this, I conduct UX research, identify opportunities, sketch and design platforms.

WORK EXPERIENCE

Leca Australia (Remote)

User Experience Lead (2020 - 2021)

- Evaluated the current website and explored the competitor market to create a vision for the new platform based on client goals.
- Conducted user interviews and created user flows and information architecture for the revised flow.
- Shared multiple wireframe iterations and designed the visuals of the approved flow. Along with a style guide, provided an interactive prototype for client discussions and the development team.
- Coordinated development efforts on complex animations and WordPress structure with the development team.
- Managed an international team of 3 developers, 2 analysts and 2 content writers to deliver the platform.
- Designed an interactive and SEO friendly website that increased its user engagement and customer base.

Freelance India/London (Remote)

UI/UX Designer (2020 - 2021)

- Contracted projects through my design studio, including clients like Libereka (London), MetShield and KK Alliance (India). The latter two are live projects while the first is under beta testing.
- Keeping clear transparency about my work commitments with all clients, conducted UX research and designed website structures for web platforms.
- Approached by new clients referenced by current clients who were happy with my impactful designs, project management and delivery.

TATA Digital Impact Square (DISQ) India

Innovator (2020)

- Lead designer in a live social innovation project where I ideated solutions for public awareness and action on noise pollution.
- Partnered with primary stakeholders: City Police Commission and a renowned organisation called Awaaz Foundation.
- Collaborated with a multidisciplinary team of mechanical and software engineers and indulged in multiple immersive ethnographic research visits.
- Collected data through user interviews, applications (developed by my team), synthesised data and designed a mobile application.

Sketchnote India

Junior UX Designer (2018)

- Conceptualised and created high fidelity wireframes for a website that helps start-ups grow.
- Participated in brainstorming sessions with Daniel Burka (design partner at Google Ventures) and the team.
- Contributed to a design sprint for platform research.

EDUCATION

Illinois Institute of Technology 05/2023
Institute of Design (Expected)

Master of Design in Human-Centered Design

Pearl Academy 2018 - 2020

Bachelor of Arts in Communication Design

MIT Institute Of Design 2015 - 2018

Bachelor of Design in UI/UX Design

SKILLS

Adobe XD, Adobe Illustrator, Miro, Adobe Photoshop, Figma, InVision, Sketch, Adobe After Effects, Microsoft Office, Marvelapp

Ethnographic & Field Research, Prototype, Ideation, Communication, Interface Design, Data Analysis (Qualitative & Quantitative), Surveys

ACHIEVEMENTS

RHY Design Studio 2020

Founder of rhydesignstudio.com

After publishing my portfolio website, I received multiple requests for work related to UI/UX design, branding, video animation and more. Encouraged by this, I opened my own design studio which exposed me to a diverse project list and enriched my client relations skills, internal management techniques and accounting skills. To know more about my projects, view my blogs and portfolio on the website.

IDEAS - IIT Cohort Bombay 2020

Project Funding

While on a social innovation project to reduce noise pollution with TATA DISQ, my group project was acknowledged by IIT Bombay, a top design university in India. They chose to fund our project.

Coursera - Google Certified 2020

Conversational Experience with Dialogflow

Tried something exciting during the lockdown period to occupy my time and satisfy my curiosity. In this session, I explored conversation design, a feature widely used in UX domain.