

RAJ RITESH

Product Designer



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Work Experience

FlashPrep | Nov 2020-Present

Product Design Lead & Interaction Designer

We at FlashPrep reimaged exam preparation & bringing productivity into chaos.

Leading Design for FlashPrep; from strategy to concept to realization, including the visual, interaction design, prototype, and testing. Actively cultivating a data-centric design culture in the team.

- Built a proof of concept using Principle, Flinto, AE resulting in a pre-seed round led by Venture Highway
- Led design for an internal Content Management System which is used by our creators to create, manage and publish content on FlashPrep App
- Design of the MVP to go to market
- Conceptualized and designed for growth, engagement, and retention on the app
- Improved design processes to work more efficiently between Design-Product-Development
- Set up & scale the design team
- Part of the core team spearheading the effort to craft a long-term vision of the product with the Executive Team. This allowed the company to strategise goals for 2021 & 2022
- Facilitated design sprints with 8+ people across disciplines
- Working closely with development teams to ensure design specifications are implemented accurately

Kaha Technologies | Nov 2019-Oct 2020

Sr. User Experience & Interface Designer

- Design Lead for an end-to-end smart IoT wearables a platform for One8, where I worked on making the platform more friendly, collaborative, and helped craft the vision and brand around Virat Kohli, reflecting his attributes on various digital accessories.
- Led the planning and execution of the design system for ONE8 brand with my team of two designers.
- Overhauled the execution, crafting the interactions & animations for both the platforms - iOS and Android, with final look-a-like prototypes to get the essence for the engineering team to deploy.
- Led the design team and shipped in the shortest time frame due to covid breakout in 2020 for Cove 9 - Contact Tracing and Social Distancing.

The Integrated Penguin | Apr 2017-Nov 2019

UI/UX Designer

- Led the design team of the agency. Was responsible for the overall design of the websites, apps & animations.

- Learned development to understand in-depth design execution standards, helped developers with Lottie files, SVG animations & 3D interactions within the websites & apps.

Fracktal Works | Jul 2015-Nov 2016

UI/UX Designer

- As a product designer, designed various consumer products and a 3D printer (JULIA). And designed a product from its hardware to app for home security.

Marvel Electronics | May 2014-Jul 2014

Industrial Designer

- Worked on the home automation/security design based on PIR sensors.

Skills

Design: UI/UX • Wireframing • Motion Design
Interaction Design • User Research • Strategy & vision
User flows • Design Sprints • Wireframe & mock ups
• Style guides & library

Prototyping: Rapid Prototyping using Figma/Flinto/Principle • Interactive Prototyping with HTML/CSS/JS

3D: Blender • Rhino • Cinema 4D • Keyshot

Qualities: Proactive • Organized • Hard Worker • Team Player • Self-driven • Detail oriented • Independent Thinker • Self Starter • Flexible

Education

- **SID, Pune | Apr 2011-May 2015**
Product Design (B.Des)
- **Bridgford School | C.B.S.E**
Class 10th & Class 12th
- **Diploma | Apr 2006-Mar 2010**
Classical Tabla

Awards

- **Creo Parametric | SID, Pune** Best Student Award
- **3D Skill Set | SID, Pune** Best Skills Award