

Rujuta Pachpande

Product Designer

www.rujutapachpande.com

Designer with a mix of technical skills and creativity, experienced in user research, UI design, and frontend development, focused on making user-friendly applications.

rujutadesign@gmail.com

+1 385-245-9823

Boston, USA

EXPERIENCE

Product Designer

Freelance Jul 2021 – Present

- La Vie Studios (1 year): Led the design of 2 UI-UX projects, one from scratch and another with iterative improvements, enhancing digital visuals and increasing online engagement by 20%.
- Cadent (5 months): Redesigned the website flows and navigation reducing the frequency of misdirected user experience by around 30%.
- Creatoons (Collaboration on 3-4 short projects): Delivered UX design and no-code web development, reducing development time by 30%, and created pitches for new client acquisitions, contributing to a 15% client base growth.

Web Designer (Contract)

Trading Economics, Remote Jan 2023 – Sept 2023

- Conducted a comprehensive UX report, identifying key areas for improvement and implementing changes to enhance user experience and design consistency.
- Created brand guidelines to ensure cohesive visual representation in line with the brand's identity.
- Led the migration from Bootstrap 3 to Bootstrap 5, resolving performance issues, improving site performance, and increasing SEO rating by 15%.

UX Designer and Frontend Developer

Reply Bitmama, Milan, Italy Sept 2020 – May 2021

- Conducted extensive user research and competitive analysis for 3 internal projects, improving user flows and design efficiency
- Coordinated seamlessly with design and development teams via Zeplin and InVision, reducing project turnaround time by 20%.

Assistant System Engineer

Tata Consultancy Services, Mumbai, India Oct 2016 – Jul 2018

- Prioritized and resolved user issues in the Honeywell Human Resources application for around 300k employees
- Developed and tested applications, ensuring smooth project functioning across 6 business units.

EDUCATION

Master in Web and Digital Design

Scuola Politecnica Di Design SPD, Milan, Italy 2019 - 2020

Bachelor in Information Technology

SIES GST Mumbai University, Mumbai, India 2012 - 2016

Industry Knowledge

Product Design

User Interface

User Experience

Interaction Design

Wireframing

Rapid Prototyping

Design Research

Human Centric Design

Tools & Technologies

Figma, Sketch, Zeplin,

Invision, Adobe Creative

Suite, Miro, Google

Analytics

Other Skills

HTML, CSS, jQuery, React

JS, PL/SQL

Accomplishments

Co-founder at Giftitions,

IRJET Paper Publication-

Carp (Captcha As Graphical Password),

Creative Head in SIES GST