

# Rishabh Choudhary

A Product Designer, who loves working on Complex systems, to enhance their user experience, without compromising functionality.

## EXPERIENCE

### Cynosure Technologies Pvt Ltd, Jaipur — *UX Designer (Fulltime)*

SEPT 2023 - PRESENT

- Designed things from the very start, right from the inception of the ideas, and opportunity for the business, up until it was validated successfully & therefore arrived at a conclusion that linked back to the business.
- Ran ideations and prototyped Solutions
- All this was required to enhance the user experience of the HRM product so that it meets user needs.
- All the ideations were internally tested by different company members
- The designs worked and numerous feedbacks were received from the client end.

### Freelancing — *UX Designer / Web Designer*

JUNE 2023 - SEPT 2023

- Accepted a Project, to revamp an IT company's main website.
- This project was different from my past projects as it had very little to do with a feature or functionality, but here I had a bigger challenge to convey the company values in a modern and simple way.
- Expanded my horizons in terms of design and collaborated with multiple teams, Development, SEO, and management.
- Designed screens for their own HRM product.

### SubCo, Ahmedabad — *UX Designer*

JAN 2023 - MAY 2023

- Designed a complete mobile app, which helps users subscribe to services.
- The challenge was to motivate users to take action while showcasing all the data in a simple understandable way.
- Did user research, user flows, information architecture, wireframing, and Prototyping, under the guidance of my mentors.

### Sports For All (SFA), Gandhinagar Capital — *Web Designer*

SEPT 2022 - OCT 2022

- I was presented with an opportunity to design a website for the **National Games Gujarat 2022**.
- Successfully Designed & Developed the website for both **Web & Mobile with 1,00,000+ users** daily. Built using Builder.io (No Code platform)
- Designed the complete website from scratch from the sitemap to Navigations, Complete UI elements like Cards, banners, Interactions, Buttons, Graphics, Imagery, and many more.
- Gained a lot of real-world experience while interacting with Project managers, Government Officials, and IAS Officers.

+91 9916519867

[rishabh.uxdesigner@gmail.com](mailto:rishabh.uxdesigner@gmail.com)

[View Portfolio](#)

## SKILLS

### User Research

- Desk Research
- Usability testing
- Heuristic Evaluation

### Ideation

### Brainstorming

### Product Design

- Wireframing
- Lo-fi Prototyping
- Prototyping

## TOOLS

### FIGMA

- *Advanced*

### Adobe Suite

- *Advanced*

### Web Flow

- *Intermediate +*

### Quant UX

- *Beginner*

### Origami

- *Beginner*

### HTML/CSS

- *Intermediate +*

## LANGUAGES

English

Hindi

Kannada

## HOBBIES

Football

Swimming

Reading Books

Sitting Idle

## EDUCATION

### National Institute of Fashion Technology (NIFT), Gandhinagar —

#### *Bachelors of Design*

AUG 2019 - MAY 2023

B.Des in Communication Design  
Specialization in Interaction Design.

The curriculum was top-tier and very diverse covering a lot of things while maintaining the depth of knowledge. Things I learned that helped me in this role.

- Principles of Design, Elements of Design, Graphic Design, Print Design, Visual Design, Web Design, Interaction Design

## PROJECTS

### **Good Motion** — *Health awareness & Habit building app*

- The project focuses on people leading a life of long hours of sitting and a sedentary lifestyle (ex. people with WFH or preparing for competitive exams).
- My First self Project where I broadened my knowledge about design systems and prototyping and learned a lot about Human Interface Guidelines from Apple
- Learned a lot by taking guidance from seniors and reading books. This project helped me gain more knowledge and improve my UX design skills substantially

*(you may view the project in my portfolio)*