

Riddhi Pareek

UI/UX Designer

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About Me

Detail-oriented and creative UI/UX designer with expertise in user research, prototyping, and responsive design. Skilled in crafting intuitive, conversion-driven apps, websites, and branding projects that boost engagement and user satisfaction.

Skills

- UX Skills: User Research, Persona Creation, Journey Mapping, Usability Testing, Competitive Analysis
- UI Skills: Wireframing, Prototyping (Figma, Adobe XD), Responsive Design, Visual Hierarchy, Design Systems
- Tools: Figma, Illustrator, Photoshop, Sketch, Miro, Notion, Premiere Pro, Framer

Work Experience

UX Design Trainee — The New Angle, Jaipur

March – August 2024

- Designed user flows and high-fidelity prototypes for HiRide carpooling app, improving task completion speed and reducing navigation errors in usability tests.
- Revamped recruiter and candidate journeys for a job portal, cutting application steps by 40% and enhancing overall usability.
- Created brochures and social media assets that boosted the startup's digital reach and brand presence.

UI/UX Design Intern — SHAMIIT, Remote

June – August 2023

- Redesigned School ERP navigation, increasing accessibility and reducing user confusion for students and educators.
- Contributed to an internal employee management system, improving workflow efficiency and task visibility.

System Design Intern — Delhi Metro Rail Corporation, Hybrid

October – December 2023

- Optimized Foot Over Bridge (FOB) navigation design, making wayfinding more intuitive and improving accessibility for daily commuters.

Design Intern — Samarth Life Management Pvt Ltd, Remote

November 2021 – January 2022

- Designed custom illustrations and icons for the Samarth Elderly App, giving the product a clearer, more user-friendly identity.
- Improved navigation for elderly users, resulting in higher task completion and reduced confusion.

Freelance Projects

eSaraI Website Redesign — Freelance/Independent (2025)

- Redesigned the Homepage, Courses page, and Blog page with a focus on increasing CTR (Click-Through Rate) and conversion rate.
- Designed app promotion sections across the website to encourage downloads and improve retention.
- Conducted competitor analysis (PW, Vedantu, Unacademy, Allen, Vidyamandir) and applied best practices in layout, navigation, and visual hierarchy.
- Implemented responsive and conversion-driven design for both desktop and mobile.

IIT Patna E-Summit 2024 — Creative Head (2024)

- Developed the brand identity (logo, color palette, visual assets) aligning with the event's vision.
- Designed the official event website, improving UX to boost registrations and engagement.
- Created social media creatives, enhancing event visibility and outreach.

Education

Bachelors in design (Interaction Design)

JK Lakshmipat University, Jaipur

Sept 2020 – Nov 2024