

RAHI RANADIVE

PRODUCT DESIGNER

Portfolio

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LinkedIn

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EXPERIENCE

UX Designer Co-op, Fidelity Investments

Boston, MA • Jul 2024 - Dec 2024

- Led end-to-end UX for a mobile investing platform, increasing **novice investor confidence** by 60% through iterative prototyping and **usability testing with 50+** users in fast-paced 6-week sprint cycles.
- Synthesized user insights, market trends, and competitive analysis into compelling narratives that **secured executive buy-in** and directly **influenced product strategy**.
- Boosted **user engagement by 80%** by designing intuitive data visualizations, translating financial insights into clarity and seamless Figma-to-React/D3 **collaboration with engineers**.
- Enabled faster decisions by **facilitating Design Thinking workshops**, aligning stakeholders on a shared vision.

Teaching Assistant, Northeastern University

Boston, MA • Sept 2023 - Apr 2024

- **Reduced support tickets by 50%** through a student centered onboarding toolkit rooted in information clarity.
- **Upskilled 50+ undergrads** in visual design, UI basics, and Adobe tools via **20+** structured, hands-on TA sessions.
- **Facilitated Design Thinking** workshops for **30+** students, strengthening students' systems thinking, empathy skills.

UX Designer, TATA Consultancy Services

Mumbai, IN • Jul 2021 - Aug 2023

- Led **end-to-end UX research and design** for a **0 to 1 AI-based multichannel** video-commerce product, defining strategy and delivering prototypes across web, mobile, and TV, leading to partner discussions with **3+ clients**.
- Delivered **200+ assets/month** for **7+ B2C** clients across banking, e-commerce, media, and civic tech projects, helping teams meet tight timelines and global delivery goals.
- **Cut dev hand-off time by 15%** through design systems that enhanced UI consistency and cross-platform scalability.
- Spearheaded **"Design Systems as a Service"**, yielding a **105% ROI** through operational efficiency and reusability.

Product Design Intern, TCTD, IIT Bombay

Mumbai, IN • Jan 2021 - Jun 2021

- **Boosted engagement by 50%** by gamifying an educational game through information design, testing, and storytelling.
- **Reduced production costs by 73%**, making the solution more scalable and accessible in underserved areas.

EDUCATION

MS Experience Design, HCI, Northeastern University

Boston, MA • Sept 2023 - May 2025

- **Key Courses:** Design for Behavior • Design Systems • User Research Methods • Information Design • Customer Experience
- **GPA:** 3.88 / 4.0
- **Program Assistant:** Experience Design Program AY2023-24

B.Des Product Design, Unitedworld Institute of Design

Gujarat, IN • Jul 2017 - Jun 2021

- **Key Courses:** Design Thinking Methodology • Human Psychology • Systems Thinking & Design • Strategic Design Management
- **GPA:** 3.90 / 4.0

SKILLS

Design

Product Design, Interaction Design, Visual Design, Ideation, Creative Problem-Solving, Info Architecture, Wireframing, Prototyping, Design Systems, Data Visualization, Accessibility (WCAG), Responsive Design

Research

User Interviews, Qual & Quant Research Methods, Behavioral Insights, Journey Maps, Persona & Archetypes, Usability Testing, A/B Testing, Heuristic Analysis, Competitive Analysis

Tools & Technologies

Figma, FigJam, Adobe CC (XD, Illustrator, Photoshop, After Effects), Miro, Jira, Rhino, Fusion 360, Unity 3D, HTML/CSS (basic)

Methods

User-Centered Design, Design Thinking, Systems Thinking, Co-Design, Iterative Design, Agile/Scrum,

Collaboration

Cross-functional Teamwork, Effective Communication, Workshop Facilitation, Design Advocacy, Ownership, Attention to Detail

AWARDS

Winner : Business Intelligence Innovation Challenge

Boston, MA • March 2025

Winner : Healthcare Design Hackathon at DRW 2025

Boston, MA • March 2025

Graduate Merit Scholarship: Northeastern University

Boston, MA • Sept 2023 - May 2025

Second Runner Up : CII & WDO Design Challenge

Hyderabad, IN • October 2019