RAHI RANADIVE

PRODUCT DESIGNER   <u>Portfolio</u> • <u>LinkedIn</u>   ranadive.ra@northeastern.edu   +1 (857) 423-5334

EXPERIENCE

UX Designer Co-op, Fidelity Investments
Boston, MA • Jul 2024 - Dec 2024

Led end-to-end UX for a mobile investing platform to build confidence in novice investors.
- Delivered **MVP in agile sprints** through iterative prototyping and **usability testing** with 50+ users.
- Designed high-fidelity UI in Figma, securing **executive buy-in** and directly influencing product strategy.
- Increased engagement by **80%** through intuitive data visualizations and Figma-to-React/D3 handoff.
- Collaborated cross-functionally and **facilitated Design Thinking workshops** for stakeholder alignment.

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

UX for 0 to 1 AI-based omnichannel video-commerce, design systems, B2C digital solutions across industries.
- Delivered **responsive, end-to-end prototypes** for web, mobile, and TV, ensuring seamless experiences.
- Defined **CX strategy**, enabling early product validation and initiating partnerships with **3+** clients.
- Produced **200+ high-quality assets** each month using Figma and Adobe CC to support global UX delivery across e-commerce, media, fintech, and civic tech.
- Improved design-to-dev handoffs by 15%, drove **105% ROI** through "Design Systems as a Service", systematized workflows and enhanced UI consistency.

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:** Research Methods in HCI, Information Design, Design Systems & Scalable UX, Systems Thinking
- **GPA:** 3.88 / 4.0
- **Program Assistant:** Experience Design Program AY2023-24
- **Teaching Assistant:** Design Perspectives, Adobe Illustrator & InDesign

B.Des Product Design, Unitedworld Institute of Design
Gujarat, IN • Jul 2017 - Jun 2021

- **Key Courses:** Design Thinking & Innovation, Cognitive Psychology, Human Factors & Ergonomics, Usability & Accessibility
- **GPA:** 3.90 / 4.0

SKILLS

Design
User-centered Design, Ideation, Information Architecture, Accessibility (WCAG), Wireframing, Prototyping, Design Systems, Data Visualization, Responsive Design, Motion/Animation, Visual storytelling, UI Consistency

Research
User Interviews, Contextual Inquiries, Survey, Behavioral Analysis, Journey Maps, Persona & Archetypes, Usability Testing, A/B Testing, Heuristic Evaluation, UX Audits, Competitive Analysis

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

Collaboration
Cross-functional Teamwork, Design Advocacy, Agile, Facilitation, UI Specification & Developer Handoff Documentation

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