Rishika Dubey

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SUMMARY

I'm a passionate UI/UX designer with 4+ years of experience crafting exceptional visual experiences. Strategic designer merging aesthetics with functionality to create impactful digital experiences. I believe that great interfaces should feel invisible. Led 'The Design Theories' from solo venture to creative studio, delivering delightful solutions for 20+ brands. Specialising in UI design, scalable design systems, and turning complex problems into elegant interfaces that speaks to human.

EXPERIENCE

Founder & UI/UX Designer

The Design Theories   **August 2023 - Present, Pune, MH**

· Established a design-first creative studio specialising in crafting compelling visual narratives across digital platforms
· Conceptualized and delivered distinctive visual design systems for 20+ brands, focusing on micro-interactions and animation
· Pioneered a signature aesthetic approach that blends minimalist design principles with bold typography and dynamic layouts
· Created comprehensive brand identity systems including custom iconography, typography, and interactive elements
· Led the visual transformation of 5 startup products, establishing their unique design language from concept to launch
· Curated a design process that emphasises visual storytelling and emotional connection with users

Senior UI UX Designer

Nura Softech Pvt. Ltd.   **July 2022 - July 2023, Pune, MH**

· Spearheaded the visual redesign of the company's flagship product, introducing a modern design language with custom illustrations and animated transitions
· Developed an innovative color system and typography hierarchy that enhanced visual hierarchy and readability
· Created and maintained a living design system including 100+ reusable components, custom icons, and interaction patterns
· Introduced motion design principles to enhance user engagement and product storytelling
· Established visual design guidelines that elevated the brand's digital presence across all platforms
· Conducted visual design workshops to align team understanding of aesthetic principles and brand consistency

UI UX Designer

Nura Softech Pvt. Ltd.   **December 2021 - July 2022, Pune, MH**

· Part of a team of designers in developing user-centered digital experiences for web and mobile platforms, contributing to the successful launch of multiple high-impact projects.
· Conducted user research, including interviews, surveys, and usability testing, to inform design decisions and optimize user flows.
· Developed wireframes, prototypes, and detailed design specifications to communicate design concepts to stakeholders and developers.
· Collaborated with cross-functional teams, including product managers and developers, to ensure cohesive integration of design elements and adherence to project timelines.
· Advocated for a user-centered design approach and improved usability by creating consistent design systems and component libraries.
· Facilitated design workshops and brainstorming sessions to generate innovative solutions for client challenges.
· Mentored junior designers, providing guidance on best practices, design methodologies, and career development.
· Stayed up-to-date with emerging technologies and industry trends to maintain design excellence and competitive advantage.

Junior Graphic Designer

Urbanfit Wellness Pvt. Ltd.   **June 2019 - November 2021, Pune, MH**

· Designed visually compelling brand identities that captured each client's unique personality and values
· Created eye-catching social media visual content that increased engagement by 30%
· Developed distinctive packaging designs combining innovative typography and visual storytelling
· Crafted visual guidelines for digital and print materials ensuring brand consistency
· Designed engaging infographics and data visualisations for wellness content
· Introduced new visual trends and techniques to modernise the company's design approach

EDUCATION

B.Des in Industrial Design

Symbiosis International University · Pune, MH, India
· Graduated with honours (7.8 CGPA)

· Received the Best Digital 3D Skills Award in 2019
· Part of student Council, organizing workshops and design competitions

CERTIFICATIONS

Introduction to Generative AI
Google Cloud · 2023
  · Explored how AI can enhance design processes and user personalization.
  · Learned to utilize AI to streamline workflows and create adaptive, intelligent user interfaces.

Google UX Design Course
Coursera · 2022
  · Strengthened understanding of user experience design, including user research, prototyping, and usability testing.
  · Developed practical skills to create seamless user interactions and impactful digital experiences.

Design Thinking Specialization
CalArts · 2019
  · Enhanced problem-solving skills through a human-centered design approach.
  · Applied creative and collaborative methodologies to develop innovative, user-driven solutions.

SKILLS

Visual Design & UI/UX
· **Advanced Proficiency in Design Tools:** Figma, Adobe XD, Sketch, Adobe Illustrator, Photoshop
· **Visual Storytelling:** Creating engaging narratives through design, incorporating typography, color, and imagery
· **Design Systems:** Building and maintaining comprehensive design systems with reusable components and style guides
· **Motion Design:** Animating interfaces and micro-interactions to enhance user experiences
· **Illustration:** Creating custom illustrations and icons to add personality and visual appeal
· **Typography:** Expert knowledge of typography principles, selecting and applying fonts effectively
· **Color Theory:** Understanding color psychology and creating harmonious color palettes
· **Responsive Design:** Designing for multiple screen sizes and devices, ensuring optimal user experiences
· **Accessibility:** Designing inclusive interfaces that cater to diverse user needs

Creative Direction & Problem-Solving
· **Creative Vision:** Developing innovative design solutions and pushing creative boundaries
· **Client Collaboration:** Working closely with clients to understand their needs and deliver exceptional results
· **Team Leadership:** Mentoring and guiding team members to foster a culture of design excellence
· **Problem-Solving:** Identifying design challenges and implementing creative solutions

Additional Skills
· **Data Visualization:** Transforming complex data into clear and visually appealing visualizations
· **Brand Identity:** Creating strong and memorable brand identities, from logo design to brand guidelines
· **User Research:** Understanding user needs and behaviors through research and analysis
· **Project Management:** Managing design projects from concept to completion, ensuring timely delivery
· **Cross-Functional Collaboration:** Working effectively with cross-functional teams, including developers, marketers, and product managers

ACHIEVEMENTS

· Featured in "Top 10 Tea Packaging Design" by Packaging of the World, 2024
· Featured in "Top 10 Brand Identity for Corporate" by Retail Post, 2024
· Winner, Best Digital Interface Design, Urbanfit Design Contest, 2021

PORTFOLIO

www.rishikadubey.com