

Atharva Ruikar

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PROFESSIONAL SUMMARY

Product Designer with **5+ years** turning complex B2B and AI workflows into shipped products: a sales tool used by **~100 people** and a website channel driving **~15-17% of revenue** at Firefly, **150+ flows** shipped to a **5,000-invite beta** at DADO. Owns research, information architecture, design systems and the React front end; expert in Figma and usability testing.

PROFESSIONAL EXPERIENCE

Product Designer | DADO Luxury Ventures Inc. (founding team)

Aug 2026 – Present

- **Led design** of three launch products (One Big Wish group gifting, member Accounts, The Edit editorial) with the founders and engineering: user flows, wireframes, interactive prototypes, high-fidelity UI and shipped code.
- Shipped **150+ user flows** and 140 screens to a 5,000-invite beta that reached **~5K users in its first 8 weeks** (GA4), designing in Figma and building in React, TypeScript and Tailwind with Claude Code, with Amplitude and Sentry live at launch.
- Led the One Big Wish contribution journey: prototyped in Figma and shipped a **pledge-then-charge checkout** with Apple Pay and Google Pay, then cut manual admin checks from **3 to 2** by choosing automated delivery pricing over admin hand entry.
- Designed an 18-tab **internal operations console** so the team handles pledges, charges, refunds and moderation faster without engineering help, with roles, permissions and approval states; also closed **five live PII exposures** server-side.
- Set up and govern the **design system** across Figma and code (154 tokens, variants, email templates, WCAG 2.1 AA), so the team **ships new screens faster** and new designers build without reinventing components.
- Set up pre-launch **QA and usability testing**: 300+ test cases across nine areas with eight testers; triaged 38 failures with engineering by user impact and redesigned the pages behind them, raising the pass rate from **81% to 100%** before launch.

UX Teaching Assistant and UX Research Assistant | Arizona State University

Aug 2024 – May 2026

- Coached 325 students across six UX courses through **design critique** and rubric-based review of information architecture, wireframes, prototypes and usability-testing plans on 120+ projects; ran **accessibility reviews** of 115+ web projects.
- Led mixed-methods **user research** on older adults' adoption of in-home healthcare robots: synthesized 40+ studies into six usability and trust barriers and designed the survey instruments behind **two IRB-ready proposals**.
- Modeled four end-to-end **user flows** for human-robot interaction scenarios in Miro and planned the **usability and trust evaluation** with the faculty research team.

UX Designer | Firefly Fire Pumps Pvt. Ltd.

Jan 2021 – Jul 2024

- Structured the **information architecture** of an **internal sales tool** for ~100 sales and operations users: 8 modules on one user flow from inquiry to handoff, replacing each rep's spreadsheets and PDF catalogs; built by partner MID from Figma specs.
- Designed the 4-layer **product catalogue** and selection and comparison flow from user research with sales reps, so products were **easier to find and quotes went out faster**; won stakeholder alignment in walkthroughs before build.
- Co-designed the **B2B website** structure, responsive page templates and lead-generation enquiry paths with a second designer; website enquiries now convert into **~15-17% of annual revenue** (~\$1.9M), per the Director of Sales and Marketing.
- Organized variants and library structure for a shared **Figma design system** used by the tool, website and both dev partners.
- As the **only designer for 19 months**, took the website through its **2023 launch** and kept post-launch releases on schedule, owning developer handoff and design QA with the external development team.

EDUCATION

Master of Science, User Experience | Arizona State University

GPA: 4.00/4.00 May 2026

Bachelor of Technology, Computer Science and Engineering | Shivaji University

CGPA: 8.57/10 June 2024

TECHNICAL SKILLS

UX & Product Design: Personas, Product Design, 0-to-1 Product Design, UX/UI Design, Interaction Design, Information Architecture, User Flows, Task Flows, Wireframing, Prototyping, High-Fidelity UI, Visual Design, Branding, Typography, Dashboards, Journey Mapping, Responsive and Mobile-First Design, Edge Cases and Error States

Research & Validation: Quantitative Research, User Research, Mixed-Methods Research, User Interviews, Surveys (Qualtrics), Usability Testing, Heuristic Evaluation, Card Sorting, Competitive Analysis, Research Synthesis, Stakeholder Walkthroughs

Design Systems & Accessibility: Design Systems, Component Libraries, Design Tokens, Figma Variables, Auto Layout and Variants, Design QA, Design-to-Dev Handoff, Accessibility (WCAG 2.1/2.2 AA)

Product & Collaboration: Product Strategy, PRDs, User Stories, Requirements Gathering, Stakeholder Alignment, Cross-Functional Collaboration, Agile/Scrum, B2B SaaS, Internal Tools, E-commerce, Payments, Marketplaces

Engineering & Data: HTML, CSS, JavaScript, React, TypeScript, Tailwind CSS, Supabase, SQL, Product Analytics (Amplitude, GA4), Sentry

AI & Tools: Figma, FigJam, Framer, Miro, Claude Code, Codex, Cursor, v0, Prompt Engineering, AI Product Design, Human-in-the-Loop AI