

Ritish Bajaj

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Experience

User Experience Designer

FGFBrands | July 2024 - Present

- Reporting to senior user experience designer & produced designs for requested in house manufacturing projects.
- Collaborated with development, product management and business teams, creating designs adhering 70+ pages business requirements document.
- Produced designs through utilizing design systems and understanding requirements, pain points and objectives, leading to the development of designs that surpassed stakeholder expectations.
- Created sketches, wireframes and prototypes using Figma within short periods of time, achieving a 100% approval rate from stakeholders for designs presented.

Application Support Analyst

FGF Brands | January 2022 – July 2024

- Consistently closed 900+ tickets per annual basis regarding level 2-3 support consisting of application issues and administration requests.
- Utilized common user behavioral insights to enhance application usability with development teams.
- Engaged in meetings with software development teams to ensure support measures are being met through the development process.

Recent Projects

Designer Tool

FGFBrands | January 2025 - Mar 2025

- Collaborated with 5 developers, 2 product managers and business team to design a solution for business team in a 3-month timeframe. Led main design direction and conducted A/B testing with business team to decide on final design flow.
- Created 100+ new components to be utilized and added to company design system for the purpose of quickly creating interactive prototype designs bringing ideas to reality.
- Presented designs based on requirements to internal team and stakeholders including head of business showcasing a potential final product.

PetConnect

Freelance | January 2025 - Mar 2025

- Applied multiple usability studies to create a more user centered experience resulting in 80% user confidence and consideration for PetConnect.
- Performed competitive audit across 4+ industry-leading platforms, identifying user flows & features that led to their successful product experiences.
- Conducted user surveys with 10 participants to gather insights on usability and perceived value of concept, leading to uncover key user pain points that directly impacted design decisions.

Education

Information Technology (BA)

York University | September 2018 - April 2023.

Google UX Design Specialization

Google | February 2023 - January 2024

Skills

Design

User Experience · Interaction Design · User Interface · Physical and Digital Prototyping · Visual Design · Wireframing · Low-High Fidelity Mockups · Branding · Typography · Design Systems · Site Mapping

Research

User Interviews · User Testing · Information Architecture · Journey Mapping · Quantitative Analysis · Competitor Analysis · Storyboards · User Surveys · Usability Testing · User Heuristic Evaluations

Software

Sketch · Photoshop · AfterEffects · Adobe XD · Adobe CC · ASP.NET · HTML · CSS · JavaScript · Java · Miro · Webflow · Figma · ServiceNow · Azure · Lottiefiles