Ritish Bajaj

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Experience

User Experience Designer

FGFBrands | July 2024 - Present

- Supported senior UX designer by translating business needs into visual design concepts, accelerating timelines for manufacturing initiatives.
- Delivered final designs for in-house manufacturing tools by collaborating cross-functionally with development, product, and business teams. resulting in stakeholder-approved solutions for 70+ page business requirements.
- Achieved a 100% stakeholder approval rate by producing sketches, wireframes, and prototypes in Figma under tight timelines, aligning closely with user pain points and project objectives.

User Experience Designer

Freelance | Jan 2023 - Present

- Reduced content deployment time from 3–4 weeks to 1–2 weeks by customizing and managing WordPress, Webflow, and Shopify sites based on user research and stakeholder strategy sessions.
- Increased client engagement by designing logos, brand visuals, and digital assets for 10+ small businesses, resulting in stronger visual identity and improved online presence.
- Accomplished 100,000+ views across music videos and promotional content by editing multimedia projects using Adobe Premiere Pro and After Effects, expanding visibility for artists and small businesses.

Application Support Analyst

FGF Brands | January 2022 – July 2024

- Resolved over 900 technical support tickets annually by diagnosing and addressing level 2–3 application issues and administration requests, ensuring minimal business disruption.
- Saved over 200 hours annually by leading automation initiatives that streamlined repetitive workflows and improved operational efficiency.
- Supported software development lifecycle by participating in meetings and communicating recurring user pain points, improving end-user satisfaction.

Recent Projects

Designer Tool

FGFBrands | January 2025 - Mar 2025

- Designed and delivered a prototype within 3 months by leading design direction and collaborating with 5 developers and 2 PMs, incorporating A/B test feedback to finalize user flows.
- Enhanced company design system by creating 100+ reusable components, enabling faster prototyping and development for future internal tools.
- 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

- Achieved 90% user confidence rating during usability testing by applying insights from researched insights to create a user centred experience and address key user pain points in prototypes.
- 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

IBM Front-End Developer Professional Certificate

IBM | May 2025 - Present

Skills

Design

UI design · Interaction Design · User Interface · User-centered Design · Physical and Digital Prototyping · Visual Design · Wireframing · Low-High Fidelity Mock-ups · Branding · Typography · Design Systems · Site Mapping · Digital Content · Responsive design

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 · Shopify · Wordpress · SAP