# Ritika Anna Kuruvilla

UX Designer

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Full right to work in the UK; no sponsorship needed.

## PROFILE

UX Designer with 6+ years' experience across web, iOS and Android projects, including B2B platforms for healthcare, logistics and freight, taking complex workflows from research to clear wireframes and prototypes. Now based in London after a career break following the birth of my son, during which I completed the Google UX Design Certificate and a self-initiated case study.

## KEY SKILLS

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|---|---|
| **Research** | User interviews, surveys, stakeholder interviews, heuristic evaluation, competitor review, usability testing |
| **Design** | Information architecture, user flows, wireframing, prototyping, interaction design |
| **Ways of working** | Agile UX, cross-functional collaboration, UX strategy, mentoring |
| **Tools** | Figma, Axure, Justinmind, Balsamiq |
| **AI tools** | Claude, ChatGPT, Figma AI |

## EXPERIENCE

### Career break and self-initiated UX project

Mar 2023 – Present

London

Career break after the birth of my son and relocation to London. During this time I completed the Google UX Design Certificate and designed Bump to Baby, a pregnancy and baby care app.

- Researched, designed and prototyped an app that gives parents one trusted place to track their pregnancy, their baby and themselves.
- Ran 4 interviews with mothers and a survey with 14 responses to find key pain points, such as tracking feeds on little sleep and unverified advice online.
- Built personas and an information architecture, then wireframed and prototyped the key flows in Figma.
- Reviewed the concept for UK parents, taking account of NHS and GP services.

**UX Designer** Jun 2020 – Feb 2023

Inovics Infosolutions, Kochi, India

Second member of the UX team at a bootstrapped start-up.

- **Medical practice management system:** worked with the UX lead on the company's own clinic management product. Ran stakeholder meetings to gather requirements and created wireframes, delivering 30–40% task automation across patient records and appointment management.
- **Freight aggregation platform:** owned 2 of the 4 main user flows, created wireframes and worked with the client's design and product team.
- Designed and wireframed the company website and its sister company's web platform to improve marketing engagement and traffic.
- Onboarded and mentored 4 UI interns, improving UX–UI collaboration and speeding up client deliverables.

**UX Designer** Jun 2016 – Dec 2019

QBurst Technologies, Kochi, India

- **Website discovery for a US study abroad provider:** led the research, running stakeholder interviews across 11 teams, an executive survey, a heuristic evaluation, a competitor review and an ecosystem map, then delivered recommendations for the new website.
- **Logistics platform:** designed workflows that simplified operations for a major company in international trade and port operations.
- **Car maintenance scheduler:** led a UX revamp for the Indian market for a leading German car maker, making it easier to book service appointments on mobile.
- Ran 7 training sessions on UX principles for 50+ new joiners across departments, improving design consistency across the company's projects.

## EDUCATION AND CERTIFICATION

**Google UX Design Certificate** Oct 2024

**Bachelor of Technology (BTech), Telecommunications** · TKM College of Engineering, Kollam (University of Kerala), India 2016