

# Ritika Negi

## Principal Product Designer

### EXPERIENCE

#### Principal Product Designer / Dell Technologies

May 2022 - Present - 3.11 years, Dublin

Leading end-to-end product design cycle for Premier customer platform at Dell, working closely with stakeholders on design strategy, research, brainstorming and execution. I have been mentoring designers and helping teams become their best versions. Earned Dell Female Leadership Development programme diploma with **CCFET** recently.

#### UX Designer (Mid Senior) / Johnson Controls

Nov 2018 - April 2022 - 3.6 years, Cork

Lead designer for B2B security SaaS product, and my responsibilities here included user research, documenting findings, UX design, maintaining pattern library, usability testing, creating and updating JIRA tickets and close collaboration with product managers, developers, designers and other stakeholders.

#### User Experience Designer / Good Travel Software

Dec 2017 - Jul 2018 - 8 Months, Dublin

Here, I worked on improving overall UX while closely collaborating with the Product team for their existing software application of an automobile renting system.

#### Associate Art Director / Sapient Nitro

May 2016 - Aug 2017 - 1.4 years, India

Web and mobile UI design, infographics, client presentations, documenting design decisions, collecting feedback from stakeholders, collaborating with lead designers, PMs and Developers.

#### UI Designer / Snapdeal (E-commerce)

June 2015 - May 2016 - 1 years, India

This job was a great exposure for me in India's booming e-commerce industry. We designed the seller platform Interface for one of India's biggest E-commerce giants. Talking to sellers and identifying their pain points to improve their overall experience when selling on our platform.

#### User Experience Designer / Affle

May 2013 - June 2015 - 2.2 years, India

Designed multiple great Interfaces Visuals for web/mobile apps.

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[Portfolio](#) (Password AR@2022)

[Linkedin](#)

### EDUCATION

#### MSc Design Innovations

Maynooth University

SEP 2017 - OCT 2018

#### Diploma Leadership

Griffith College, Cork

AUG 2019 - JAN 2020

#### BSc Graphic Design & Commercial Arts

Punjab Technical Uni

APR 2010 - MAR 2013

### Skill & Tools

Product Design

UI UX

Wire-framing

Design strategy

Design Research

Cross-Functional Team collaboration

Accessibility & Compliance (WCAG)

Stakeholder Engagement

Design Systems & Pattern Libraries

### Tools & Technologies

Figma, Sketch, Adobe XD

InVision, Zeplin, Miro

Adobe Creative Suite

(Photoshop, Illustrator)

Jira, Confluence

Accessibility Tools (e.g., Axe, WAVE)