

Ruchi Thakare

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EDUCATION

Kingston University

Master of Science in User Experience Design | Graduated with Distinction

London, UK

Sept 2023 - Sept 2024

University of Pune

Bachelor of Engineering in Computer Engineering (Hons. AI/ML) | GPA:9.04

Pune, India

Aug 2019 - May 2023

EXPERIENCE

Intelliment Technologies

Design Intern

Pune, India

Jan 2022 - March 2022

- Conducted website analysis and user research to inform design decisions.
- Designed wireframes to improve website navigation and streamline the Information Architecture.
- Collaborated with design and marketing teams to ensure product consistency across platforms.
- Designed banners for webinars, corporate stationery, organisational charts, and proposed a new set of icons as part of an assignment focused on developing a cohesive visual identity.

VIRTUAL UX EXPERIENCE

Lloyds Banking Group- via Forage

UX Designer

London, UK

Dec 2025

- Completed a job simulation involving competitor research and user experience enhancement for Lloyds' UX Design team.
- Designed and analysed customer surveys, collecting feedback from 50 respondents to identify key areas for feature improvement.
- Conducted ethnographic studies and observational research to understand user behaviour, resulting in actionable insights to improve navigation and security features.
- Utilised data visualisation tools and techniques to present survey findings, enhancing the clarity and impact of user experience recommendations.

CASE STUDIES

Standford Design Thinking

DreamScape

Mar 2024 - May 2024

- Led an independent end-to-end UX project focused on goal-setting behaviours, employing in-depth mixed-method research (interviews, surveys, focus groups, and creative exercises) to uncover emotional and behavioural patterns among 30+ users.
- Generated over 25 solution ideas by leveraging three distinct ideation techniques, distilled them into 8 viable concepts, and evaluated them using the NUF framework to deliver 3 prototype-ready solutions.
- Conducted concept testing with four participants, achieving full task completion, while identifying three friction points. Feedback highlighted a strong interest in the core USP and enthusiasm for the full-featured product.

Lean UX

Second Cycle

Feb 2024 - Apr 2024

- Transformed 12 research-backed user and business assumptions into 6 testable hypotheses using the Lean UX framework, guiding a focused, evidence-based design direction.
- Mapped two service blueprints to visualise end-to-end user journeys, covering 6+ touchpoints and 4 internal workflows, bridging gaps between user needs and stakeholder priorities across 3 cross-functional teams.
- Designed MVP solution concepts, validated through usability testing, with over 80% of users rating them as intuitive and valuable.

Usability Testing

Transport For London (TFL)

Oct 2023 - Dec 2023

- Identified 15 friction points by conducting CIF-standard usability testing with four users, through detailed analysis of user behaviour, interaction data, subjective ratings, SUS scores, and data visualisations.
- Analysed and refined the IA by enhancing the existing sitemaps and HTA to improve navigation flow and information finding across the website and app.
- Delivered 9 evidence-based redesign recommendations, prioritised using interaction data and performance indicators, to align with user feedback.

SKILLS

Core Competencies: Problem Solving, Empathy, Active Listening, Collaborative Communication

Design Skills

UX Research and Analysis: Research Planning, User interviews, Surveys, Focus Groups, Competitor Analysis, Secondary Research, Card Sorting (explored), Eye-Tracking (explored), Heatmaps (explored);

Ideation: Brainstorming, Brainwriting, Mindmapping, Storyboarding (explored), Journey mapping

Testing: CIF complaint Usability Testing, Task-based testing, SUS, Think-aloud protocol, A/B Testing (explored);

UX Frameworks: Stanford Design Thinking, Lean UX, User Centric Design, Agile, Design Sprints (explored), Double Diamond Design Thinking (explored)

Tools: Figma, Adobe XD, Miro, Canva, Notion, Adobe Illustrator, Adobe Photoshop

Technical Skills

Programming Languages: Python, C/C++ (Data Structures Algorithms), JavaScript, SQL

Tools and Frameworks: HTML/CSS, MySQL, Numpy, Scikit Learn, Pandas, Deep Learning Frameworks (TensorFlow, Keras), Data Visualisation (Matplotlib, Seaborn, Tableau), React JS (explored)