

Harshit Rathee

EXPERIENCE DESIGN · UX RESEARCH · VISUAL DESIGN

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Namaste! I am an experience designer who brings a creative approach, combining critical research and innovative design to deliver exceptional digital experiences. With diverse industry experience, I drive successful outcomes by applying user-centred design principles to complex challenges. Having a strong foundation in design I am looking towards newer challenges and seek new opportunities to grow and contribute.

WORK EXPERIENCE

Lead Experience Designer (UX)

WONGDOODY - INFOSYS

www.wongdoody.com

Jun 2022 – PRESENT

- Conducted user testing workshops, market research, A11y Audits, KLM Testing and website analysis to cater human-centric digital experiences.
- Demonstrated expertise in visual design, prototyping and cognitive ergonomics, creating engaging experiences for clients and end users.
- Collaborated with cross-functional teams to ensure user desirability, technical feasibility and business viability.
- Developed high-quality business development (BD) pitches, showcasing design thinking, problem-solving skills, and future prospectus.

Product Design Intern

MOZAIC | www.mozaic.in

JUN 2021 – AUG 2021

- Conducted in-depth market research and technical analysis to inform the design process for a kitchenware interior design project.
- Utilized CAD (F360, Keyshot) to develop innovative concepts for the project.
- Collaborated with cross-functional teams to ensure project objectives were met on time and within budget.

Visual Design & Marketing Intern

ZUPERLY | www.zuperly.com

JAN 2021 – JUN 2021

- Collaborated on brand identity and strategy in Edtech, providing social media and advertising insights for customer reachability.
- Created eBooks to improve product feature understanding, contributing to content marketing efforts.

Design Intern

ARVIND LTD | www.arvind.com

Jun 2019 – Aug 2019

- Gained knowledge on raw material to fabric process and B2B supply chain management.
- Assisted the design team in creating botanical illustrations for in-house fabric printing and company peripherals.

QUALIFICATIONS

IIT Guwahati | 2022 - 2023

Post Graduation Certificate in Human Computer Interaction and Usability Testing

UPES, Dehradun | 2018 - 2022

Bachelors of Design (Industrial and Product Design)

CERTIFICATIONS

Digital Accessibility

WONGDOODY
Aug 2023

Accessibility Training, Conducting Live Audits and Workshops.

Prompt Engineering – Gen AI

GROWTH SCHOOL
Aug 2023

A crash course based on how to prompt to get required results.

Google UX Design Specialisation

GOOGLE | ZEJTKU9A3AL
Aug 2021

A 7 course all-round certification which caters to complete design process.

Adobe UX Foundational Learning

NASSCOM | FSP/2021/7/8804197
Jul 2021

A foundational UX course which provided insights on design processes, tools and heuristics.

Fundamentals of Graphic Design

CALARTS | V3RQCWQB39J8
Apr 2020

A visual design centric course, which introduced typography, photography, gestalt principles and colour theory.

EXPERTISE

Interaction Design | Visual Design | Usability Testing | Rapid Prototyping | Market Research | Information Architecture | User Journey | Mapping | Task Flows

CREATIVE TOOL SET

Adobe Suite (XD, Illustrator, PS, AE) | Figma
Visual Eyes | Wave A11y Tool | Axure | Sketch |
Balsamiq | Hotjar | Simplified | WIX Editor X

INDUSTRY DOMAINS

Inventory Management | Logistics | Education |
Service Design | E-Commerce | Pharma |
Branding | Education | Communication