

RUTUJA KANK

UI/UX Designer | UX Researcher | Product Designer

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PROFILE SUMMARY

Designer and researcher with 3+ years of experience spanning UI/UX design, design research, and branding. Currently working independently as a freelance UI/UX Designer, managing end-to-end projects from research and strategy to high-fidelity design delivery. Proven ability to translate complex user insights into actionable design decisions across FMCG, Healthcare, Finance, Skincare, and Education domains. Skilled in qualitative and quantitative research with hands-on experience in Figma, wireframing, prototyping, and experience mapping.

SKILLS

Research Methods: User Interviews, Discussion Guide Creation, Usability Testing, Journey Mapping, Psychographic Segmentation, Competitive Analysis, ERAF Mapping, 2x2 Matrices

Design Tools: Figma, Adobe XD, Miro, Maze, Notion, Canva

Design Skills: Wireframing, Screen Flows, Experience Maps, Information Architecture, Interaction Design, Branding & Packaging

Soft Skills: Insight Synthesis, Stakeholder Presentations, Client Communication, Cross-functional Collaboration

WORK EXPERIENCE

Freelance UI/UX Designer

Jul 2025 – Present

UI/UX Designer (Independent)

Pune, India

- Independently manage end-to-end UI/UX projects – from discovery and research through to wireframing, prototyping, and final design delivery.
- Conduct user research, competitive audits, and UX reviews for client brands to identify pain points and define design direction.
- Deliver complete design solutions, including information architecture, user flows, wireframes, high-fidelity UI screens, and interactive prototypes in Figma.
- Work directly with founders and brand teams across FMCG, skincare, and lifestyle sectors to align design output with business goals.
- Manage client communication, project scoping, timelines, and iterative feedback cycles independently.

Elephant Design Studios

Mar 2024 – Jun 2025 · 1 yr 2 mos

Associate Researcher

Pune, India

Domains: Appliances, Confectionery, Education, Finance, F&B, FMCG, Healthcare, Sports

- Led end-to-end user research across 10+ projects, applying qualitative and quantitative methods to generate insights informing product, UX, and branding strategies.
- Designed and executed 50+ user interviews, including discussion guides, trigger sets, and end-to-end interview operations across diverse consumer segments.
- Applied research frameworks — psychographic segmentation, competitive analysis, product spectrum mapping, and user journey mapping — to deliver actionable insights for branding, packaging, and UI/UX initiatives.
- Collaborated with UX designers to translate research findings into screen flows, wireframes, and experience maps.
- Developed stakeholder presentations and research reports that facilitated key product and design decisions across client engagements.
- Managed client kickoff calls to capture business needs and define research scope in collaboration with cross-functional teams.

SCADPRO – STRIDE (E-Learning)

Jun 2023 – Aug 2023 · 3 mos

Design Researcher

Savannah, Georgia, USA

- Facilitated primary and secondary research in K12 student learning, identifying key behavioural patterns that informed content strategy.
- Collaborated cross-functionally with design and narrative teams to build research-based solutions for e-learning modules.
- Managed client communication alongside research responsibilities in a fast-paced, deadline-driven environment.

One Zero Eight Studio

Jun 2021 – Jul 2021 · 2 mos

Designer

Pune, India

- Designed children's comics and contributed to content research for magazine publications.
- Conducted market research for branding projects and collaborated with UI/UX and branding teams on design deliverables.

EDUCATION

Master's in Design Management 2023

Savannah College of Art and Design (SCAD), Savannah, USA

Bachelor of Design 2022

Unitedworld Institute of Design (UID), Ahmedabad, India

CERTIFICATIONS

- Design Research & Insight Translation – Lextant
- UX Research: Journey Mapping – LinkedIn Learning
- UX Foundations: Research – LinkedIn Learning
- Data Visualisation Tips and Tricks – LinkedIn Learning
- Corporate Financial Statement Analysis – LinkedIn Learning