RITU HARISH SALIAN

PRODUCT DESIGNER WITH A NICHE FOR ACCESSIBILITY

Skilled in balancing user needs with business objectives. My experience across diverse industries has honed my ability to work cross-functionally, lead design initiatives, and adapt quickly in fast-paced environments.

EXPERIENCE

Designer, Public Policy Institute, Indiana University

Indianapolis, US *Nov 2025- Present*

- Collaborated with analysts to translate dense policy research into clear, story-telling data visualizations to shape information hierarchy and visual narratives that help clients understand the findings effectively and support informed decision-making.
- Designed WCAG-aligned accessibility throughout the design workflow for 7+ projects, and restructuring the public policy website to support a more inclusive user experience.

UX Designer & Researcher, Indiana University

Indianapolis, US *Jul 2024- Aug 2025*

- Established consistency and usability across all digital touchpoints for the LGBTQ+ Center and Multicultural Center by contributing to design systems and style guides that align with the university UX design guidelines and protocols.
- Enforced compliance with accessibility standards and practices by conducting audits and usability tests to identify barriers and opportunities for improvement, raising the accessibility score of the websites to 89.6.

UX Researcher, User Simulation and Experience Research Lab

Indianapolis, US *Jan 2023- May 2024*

- Teamed up on a comparative research project funded by Google, between Keyflow and Apple's VoiceOver to build and test a gesture controlled, screenless auditory keyboard for the visually impaired users.
- Improved the design efficiency by 65% reduction in typing time through the implementation of new ways to optimize the keyboard input methods, informed by user interviews, participant observation and usability testing.
- Identified over 5 usability issues in Keyflow's data entry methods and reduced the gesture library from 14 to 9 through qualitative and quantitative research resulting in a significant lowering of cognitive load with enhanced user experiences.

UX & UI Designer, iClimb Systems

Bangalore, India *May 2021- Apr 2022*

- Executed high-fidelity wireframes, complex UI's and developed unique design systems on 4 major data-centric e-commerce projects by incorporating feedback from users and stakeholders to ensure maximum usability.
- Led comprehensive user testing and research using interviews and contextual inquiry to gain insights into the customer journey, obtaining invaluable feedback allowing for a more streamlined solution for product design.
- Spearheaded the end-to-end redesigning of ecommerce product to digitize inventory management and distribution process for B2B and B2C small scale businesses, increasing efficiency of user engagement by 20%.
- Collaborated with cross functional teams to monitor consistency and efficiency on timely delivery of the products.

UX & UI Designer, JumpNow Agency

Bangalore, India *Oct 2020- Apr 2021*

- Conceptualized and redesigned application from enquiry based to service-based Influencer Marketing Web Application, expanding the business goals, visual appeal and application's usability resulting in increased user engagement by 25%.
- Conducted competitor analysis, empathy mapping and journey maps resulting in the development of a comprehensive UX flow and prototypes, which were validated through Heuristic Evaluation.

CONTACT

Portfolio: ritusalian.com
Mail: ritu.h.salian@gmail.com
linkedin.com/in/ritusalian-05/
Based in Indianapolis, IN
(Open to relocation)

SKILLS

DESIGN

- Interaction Design
- Wireframing
- Rapid Prototyping (Web/Mobile)
- Storyboarding
- Design System
- A/B Testing
- Accessibility (WCAG 2.1)
- Visual Design
- Responsive Design
- Conversational UI

RESEARCH

- User Research
- Interviews & Surveys
- Competitive Analysis
- Information Architecture
- Data Visualization
- Experience Maps
- Persona Generation
- User Flow
- Heuristic Evaluation
- Usability Testing

TOOLS

Figma, Adobe XD, Sketch, Photoshop, Illustrator, Invision, Framer, Qualtrics, Voiceflow, Miro, CMS Cascade.

EDUCATION

Indiana University, *Indianapolis, IN*
MS in Human Computer Interaction
3.97/4.0GPA

Bangalore University, *India*
Bachelor of Architecture.

CERTIFICATIONS

- CITI-Social and Behavioral Responsible Conduct of Research.
- CITI- Human Research Social/ Behavioral Researcher.
- Interaction Design Foundation- Human Computer Interaction.
- UX Foundation- Accessibility, Style Guides & Design Systems.