

Ritu Harish Salian

ritusalian.com | [linkedin.com/in/ritusalian-05/](https://www.linkedin.com/in/ritusalian-05/) | ritu.h.salian@gmail.com | Indianapolis, *Open to relocation*

SKILLS

Design Skills: Ideation, Design thinking, Visual Design, Branding & Identity, Composition, Sketching, Storyboarding, Information Architecture, Wireframing, High fidelity Prototyping, User-centered design, Design Systems, Interaction Design and Responsive Design.
Research Skills: User Survey and Interviews, Design Strategy & Methodology, Observation, Competitor Analysis, Contextual Inquiry, Journey Map, Empathy Mapping, User Persona Generation, User Flow, Heuristic Evaluation, A/B Testing, Project Management and Usability Testing.
Tools: Adobe Creative Suite, Figma, Adobe XD, Sketch, Photoshop, Illustrator, InVision, Zeplin, Miro, Voiceflow, Powerpoint and CMS Cascade.

PROJECT

Peak Macro *Sept. 2025 – Present*

- Leading end-to-end design for an AI nutrition and fitness mobile platform, defining brand color schemes and developing comprehensive style guidelines. Collaborating closely with product owner and engineering teams to establish and maintain design system documentation.

EXPERIENCE

Indiana University Indianapolis, IN
Digital Designer & Researcher *May 2023 – Aug 2025*

- Established visual 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 for content generation to identify barriers, raising website's accessibility score to 89.6%.
- Designed weekly newsletters for the LGBTQ+ Center and created social media content, event posters, and promotional graphics to support community engagement. Leveraged knowledge in Visual & Graphic Design, Accessibility & Usability testing, Interviews, CMS Cascade.

Research Assistant *Jan. 2023 – May 2024*

- Co-created Google funded comparative research project between [Keyflow](#) and VoiceOver to design a gesture-controlled auditory keyboard for visually impaired users, reducing typing time by 65% through user interviews, participant observation and usability testing.
- Identified over 5 usability issues in Keyflow's data entry methods and designed the gesture library to reduce it from 14 to 9 through qualitative and quantitative research resulting in a significant lowering of cognitive load with enhanced user experiences.
- Leveraged knowledge in Accessibility design & research, Wearable technology, Focus Groups, User Interviews, Usability testing.

iClimb Systems Bangalore, India
UX UI Researcher & Digital Marketing Designer *May 2021 – Apr 2022*

- Executed high-fidelity wireframes, complex UI's, illustrations and developed unique design systems with iconography and typography 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 Digital Marketing for the products, designed brand logos, posters, interactive elements and graphics while working with cross functional teams to monitor consistency and efficiency on timely delivery of the products.
- Leveraged skills in Storytelling, Mobile-first & Responsive design, Rapid Prototyping, Digital Marketing, Graphic & Visual Design

JumpNow Agency Bangalore, India
UX UI Researcher & Designer *Oct 2020 – Apr 2021*

- Developed a comprehensive strategy, illustrations and style guides to redesign application from enquiry-based to service-based IMW (Influencer Marketing Website), expanding the business goals, visual appeal and branding, resulting in increased user engagement by 25%.
- Conducted competitor analysis, and mapped customer journey creating a comprehensive UX flow and high-fidelity prototypes, which were validated through Heuristic Evaluation resulting in 70% increase in user satisfaction in the redesigned website.
- Leveraged knowledge in Competitor Analysis, Product Strategy, Business Analysis, Wireframing & Prototyping, Web application design.

Raineo Architects Bangalore, India
Architectural Designer *Aug 2019 – Sept 2020*

- Generated concept plans, designed presentation materials, facilitated stakeholder meetings & developed detailed drawings for 6 projects.

EDUCATION

Indiana University Indianapolis, IN
Master of Science in Human Computer Interaction, 3.97/4.0 GPA *Aug 2022 – May 2024*
Bangalore University Bangalore, India
Bachelor of Architecture *Aug 2015 – May 2020*

CERTIFICATIONS

- CITI (Collaborative Institutional Training Initiative) Program - Social and Behavioral Responsible Conduct of Research.
- CITI (Collaborative Institutional Training Initiative) Program - Human Research Social/ Behavioral Researcher.