

NAMASTE,



## RISHIKA MALHOTRA

UI/UX Designer; Visual Communication Designer

I'm a Visual Communication designer with a passion for blending creative design with strategic business solutions. I find inspiration in everyday challenges and projects that push me to think differently and grow continuously. Nothing makes me happier than designing while listening to music and bringing fresh ideas to life.

### Technical Skills



Adobe Photoshop



Adobe After Effects



Figma



Adobe Illustrator



Adobe Dimension



Blender



Adobe InDesign



Adobe XD



Corel Draw

### Languages

English

Hindi

Punjabi

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Rishika Manish Malhotra

### Education

#### Masters of Business Administration, MBA

Manipal University, Jaipur

2024-Present

#### B.Des in Visual Communication Design

Unitedworld Institute of Design, Gandhinagar, Gujarat

2019-23

#### XII Class in CBSE (PCM)

MGN Public School, Jalandhar, Punjab

2018-19

#### X Class in CBSE

MGN Public School, Jalandhar, Punjab

2016-17

### Core Competencies

- Strategic Thinking
- User-Centric Approach
- Analytical Problem-Solving
- Collaborative Leadership
- Business Acumen

### Skills

- Design Strategy
- UX Research
- Market Analysis
- Information Architecture
- Visual Design & Branding
- Wireframing & Prototyping
- Management
- Stakeholder Communication
- Heuristic Evaluation
- Persona Mapping
- Service Design

# Experience

## Visual Design Intern

Grarri Pvt. Ltd., Hyderabad, India

June 2022- April 2023

### **(1) Portfolio Website for Actor and Director Nandita Das: ([nanditadas.com/](https://nanditadas.com/))**

- Collaborated on the Design and content development for Nandita Das's official portfolio website.
- Created a user-friendly and visually appealing layout to showcase her accomplishments and body of work.

### **(2) Summer POS System (formerly ToastApp): ([joinsummer.app/](https://joinsummer.app/))**

- Re-designed the mobile order-placing app to enhance usability and customer satisfaction.
- Overhauled the desktop POS system to improve functionality and user experience, with distinct features for managers and waitstaff.
- Conducted proper user research, including persona mapping and heuristic analysis of the original POS system.
- Learned about food ordering and POS systems to better understand user needs and industry standards.
- Worked on the inventory management application, streamlining the process for better accuracy and ease of use.
- Contributed to improving the overall functionality and aesthetics of the POS system, the most widely used in Hyderabad, India.

## **-- Graduation Project --**

### **(1) BuildersLead: ([marketing.builderslead.com/](https://marketing.builderslead.com/))**

- Worked on this project during my graduation project.
- Re-designed the SaaS lead generation management product, integrating a comprehensive CRM system.
- Conducted heuristic analysis for both internal team and client-facing products.
- Performed user research involving the BuildersLead team and client representatives responsible for lead management.
- Enhanced the user interface and user experience to make the product more intuitive and effective for real estate professionals.
- Improved the product's marketability and user engagement through strategic design and branding initiatives.
- Designed the user interface of complete SaaS product.

### **Branding:**

Supported branding efforts by creating targeted social media posts for real estate companies.

## **Brand Designer**

MSM Reach Out WorldWide Pvt. Ltd., Jalandhar, Punjab, India

April 2023- July 2023

### **(1) Mauzer:**

- Designed the logo and complete brand identity for a boxing product brand.
- Developed various applications of the logo, including the standalone "M" for versatile branding.
- Created a cohesive brand identity that reflects the strength and agility associated with boxing.
- Ensured the design elements aligned with the brand's image and market positioning.
- Worked closely with the client to understand their vision and translate it into a powerful visual identity.

### **(2) Hy.geen- An Odor Killer:**

- Designed the logo and brand identity for a product that eliminates odor and absorbs moisture.
- Created a visually appealing and functional logo that communicates the product's purpose.
- Developed brand guidelines to ensure consistent use of the logo across different media.
- Focused on creating a clean and fresh aesthetic to align with the product's benefits.
- Conducted market research to understand consumer preferences and incorporate them into the design.

### **(3) MSM Company Catalogue:**

- Designed a comprehensive catalogue featuring over 50 products manufactured by the company.
- Conducted product photography to ensure high-quality images for the catalogue.
- Organized and formatted product information to create an easy-to-navigate and visually appealing catalogue.
- Collaborated with the marketing team to ensure the catalogue effectively showcases the product range.
- Managed the project timeline to ensure timely completion and delivery of the catalogue.

### **Additional Contribution and Learning:**

- Guided a team of junior UI/UX designers for company (MSM) web designing ([msmroww.com/](https://msmroww.com/)), Mauzer ([mauzer.in/](https://mauzer.in/)) and Hy.geen ([hygeen.co.in/](https://hygeen.co.in/)) web designing.
- Also, guided the junior product designers of various boxing products for brand Mauzer.
- Gained in-depth knowledge of the sports manufacturing industry, particularly in boxing product design, printing, and crafting.
- Learned about the various stages of product development and the importance of design in manufacturing.
- Enhanced skills in branding, product photography, and catalog design through hands-on experience.
- Developed a keen eye for detail and a strong understanding of how to create visually compelling and functional products.

## **UI and UX Designer**

### **Tata Consultancy Services**

**August 2023- Present**

#### **SBI YONO 2.0**

##### **Desktop Website:**

- Created low-fidelity (lo-fi), mid-fidelity (mid-fi), and high-fidelity user interfaces for 200+ screens.
- Developed user interfaces for 15+ distinct user journeys.
- Focused on enhancing user experience and streamlining navigation across the website.
- Integrated feedback from stakeholders to continually refine and improve the interface design.

##### **Mobile Application:**

- Designed lo-fi, mid-fi, and high-fidelity interfaces for the SBI customer-facing mobile application.
- Ensured a seamless and intuitive user experience for a wide range of banking services.
- Implemented responsive design principles to ensure compatibility across various mobile devices and screen sizes.

##### **Feet-On-Street (FOS):**

- Designed iPad screens for various user journeys, tailored for use by bank employees.
- Focused on creating an efficient and user-friendly interface to support bank staff in their daily operations.
- Developed interactive prototypes to demonstrate functionality and workflow to stakeholders.
- Collaborated with product managers to define and prioritize features based on user needs and business goals.

##### **Additional Contributions-**

- Collaborated with cross-functional teams to ensure cohesive design implementation across platforms.
- Utilized user feedback and research to continuously improve interface and experience design.
- Applied industry best practices and design principles to create a consistent and engaging user experience across all devices.
- Participated in regular design reviews to maintain high standards and incorporate feedback.
- Actively participated the TCS Interactive unit's deliverables, including Request for Proposals (RFPs) developing interface designs for some and conducting user research for others, resulting in successful acquisition of those projects.

##### **Awards-**

- On The Spot Award (January 2025)
- Star of the Month (September 2024)
- On The Spot Award (July 2024)
- Appreciation Certificate (February 2024)