

# RIMSHA LAL

Product Designer | Interaction Design | Visual Communication  
rimshalal1106@gmail.com | +91-8130913447 | [Portfolio](#) | [LinkedIn](#)

## PROFESSIONAL SUMMARY

---

Product Designer with experience shipping end-to-end digital products across fintech, banking, healthcare, and consumer apps. Adept at balancing user goals with business objectives. Translating research insights into intuitive, conversion-driven interfaces that reduce friction and drive engagement. Experienced in the full product design lifecycle: discovery, user research, information architecture, wireframing, high-fidelity prototyping, and usability testing.

## WORK EXPERIENCE

---

### Think Design Collaborative | UX/UI Design Intern *Jan 2025 – Jun 2025 (NDA)*

- Designed end-to-end UX flows for fintech and financial management products across mobile and desktop platforms, improving information architecture and user task completion.
- Contributed to government portal and dashboard design projects, applying accessibility standards and data-heavy UI patterns for complex user journeys.
- Worked on a media website for elaborate and effective storytelling of the brand followed by integrating their new bold branding.
- Created high-fidelity prototypes and pitch deck presentations for client-facing deliverables, collaborating closely with product and stakeholder teams.

### PivotRoots | UX/UI Design Intern *May 2024 – Aug 2024*

- Designed UI components and end-to-end user flows for the Points/Miles Transfer feature on a live travel and bookings platform, now deployed in production.
- Led website audits using Google Analytics and Similarweb for Swiss Beauty, MTDC, and Racold, extracting behavioral insights to inform UX recommendations.
- Designed UI additions for the Bisleri Doorstep App and contributed to the Creambell pitch deck with UX research, competitive analysis, and interface redesign.
- Delivered marketing page design for Narayana Onehealth and supported Vector Consultancy's digital presence with UI design & interactions.

## KEY PROJECTS

---

### Financial Portfolio Management – MVP — UX Research, UI Design | Government Organisation (NDA)

- Conducted end-to-end UX research and designed an MVP for a government-owned financial portfolio management platform, covering user interviews, journey mapping, and high-fidelity prototyping in Figma.
- Applied design thinking frameworks to define problem statements and validate solutions with stakeholders across research and design phases.

### Axis Bank Travel Edge — UI Design | Live Industry Project

- Decreased bounce rate & booster user engagement with high mobile web usage post launch.
- Designed UI elements for flight, hotel and experience module and streamlined user flow for the Points/Miles Transfer (Axis Point Conversion); product is live and in active use.

## SKILLS & TOOLS

---

**Design Skills:** UI/UX Design, Interaction Design, Wireframing, Prototyping, User Research, Usability Testing, Information Architecture, Visual Design, Illustration, Branding, Accessibility (WCAG), Heuristic Analysis, Website Audits.

**Design Tools:** Figma, Adobe XD, Adobe Illustrator, Adobe Photoshop, FigJam, Miro

**Research & Analytics:** Google Analytics, Similarweb, Competitive Analysis, Heuristic Evaluation

**Other Tools:** ChatGPT, Gemini, Claude (AI-assisted design), Krea, Unity (Game Design)

**Soft Skills:** Design Thinking, Cross-functional Collaboration, Storytelling, Copywriting, Whiteboarding

## EDUCATION

---

**Delhi Technological University** 2025 – 2027

M.Design in Interaction Design

**Unitedworld Institute of Design, Karnavati University** 2021 – 2025

B.Design in Visual Communication | CGPA: 7.1

**Amity International School** 2021

Class XII | 92.8%

## **CERTIFICATIONS & ACHIEVEMENTS**

---

- Google Analytics Beginner Certification
- Illustrator – The Global Times (Amity International School Newspaper)
- Illustration Volunteer – The Blend
- MODUS Exhibition Volunteer
- Member of ADI (Association of Designers India)