Ronak Laungani

Principal UX Designer | Portfolio: www.ronaklaungani.com | 408-412-4026 | launganironak@gmail.com

Industry Experience

Fidelity Investments **Boston, MA**

Principal UX Designer (Flagship Mobile) September 2023 – present

- *Increased engagement* - by continuously improving the app based on feedback to grow engagement, user retention, and new user acquisition; maintaining high app store ratings (4.8) and app users from 6M to 8M+.
- *Governance and standardization strategy* - across multiple enterprise native mobile apps in collaboration with the design systems team, channel leaders and architecture teams; to ensure cohesion and quicker delivery.
- *Design standards & contribution* - for multiple core UX & interaction patterns in collaboration with product, development, content & accessibility teams to enable consistency across all the native & hybrid apps; contributing back to the enterprise design system.
- *Innovation* - Ideated, bought buy-in & led teams for multiple initiatives, eg. new positions grid design, LiveActivity for appointments, etc.
- *Improving existing UX* - by continuous collaboration with UX researchers on qualitative & quantitative tests.

Senior UX Designer (Wealth Management - web & app) January 2022 – September 2023

- Ideated and recommended upgrades for existing products by leveraging AI (artificial intelligence) tools to improve end-user experience.
- Worked closely with a team of engineers, UX researchers & business stakeholders to improve client interaction of 250k monthly users.

UX Designer March 2021 – January 2022

- Designing intuitive interaction patterns & user interfaces for a defined user persona using enterprise design system & guidelines.

CyberPassport – funded through Department of Defense CySP **New York, NY**

UI/UX Designer October 2019 – November 2020

- Leveraged design methods like site-mapping, wireframing, and prototyping to build intuitive navigation and information architecture.
- Collaborated with the project sponsor, researchers & technical team on product vision, strategy, conceptual ideas & use cases.
- Crafted the style guidelines - color theory, iconography, typography, illustrations, imagery, brand identity & complete design system.

KheloMore Sports Pvt. Ltd. **Mumbai, India**

UI/UX Designer in a fast-paced startup June 2017 – August 2018

- Partnered with a cross-functional team of designers, developers, testers, marketing, & executive partners.
- Designed & built multiple user-centered products (B2C retail & B2B enterprise) based on business requirements & user needs.

TurfWala | Abacus (Freelance) **Mumbai, India**

- Designed an end-to-end brand experience, process flow, motion & visual design (typography, color use, iconography)
- Developed user flows, information architecture, low-fidelity sketches, high-fidelity mockups, wireframes & interactive prototypes.

Skills

Design Methodologies: User Experience Design (UX Design), Information Architecture, Heuristic Analysis, User Flows, Product Strategy, Wireframing, Usability Testing, Rapid Prototyping, Interaction Design (IXD), User Interface (UI Design), Graphic Design, Motion Graphics, Motion Design, Visual Design, Web Design, Product Design, Front End Development, A/B Testing, Design Systems, 3D Design.

Design Softwares: Figma, Sketch, Photoshop, Illustrator, InDesign, After Effects, Aero, ProtoPie, Lottie Files, Blender, Google Analytics.

Programming: HTML5, CSS, JavaScript, SwiftUI, Xcode,, WordPress.

AI Tools: Claude Code, OpenAI Codex, Cursor, Figma AI, ChatGPT, Gemini

Education

Pace University, Seidenberg School of CS & IS **New York, NY**

Master of Science (MS) in Information Systems | GPA: 3.87 | Alumni Achievement Award recipient December 2020

University of Mumbai **Mumbai, India**

Bachelor of Engineering (BE) in Electronics & Telecommunication May 2016