

# Ronak Laungani

**UX Designer & iOS Developer** | Portfolio: [www.ronaklaungani.com](http://www.ronaklaungani.com) | 408-412-4026 | [launganironak@gmail.com](mailto:launganironak@gmail.com)

## Industry Experience

### Fidelity Investments

**Boston, MA**

Principal UX Designer (Flagship Mobile)

September 2023 – present

- Establishing design 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 of design.
- Consistently improving the core pages (6M monthly users) based on feedback from qualitative & quantitative user research tests.

Senior UX Designer (Wealth Management - web and app)

January 2022 – September 2023

- Ideated and recommended upgrades for existing products by leveraging 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

- Leveraging feedback loops like A/B testing, feedback forms & website analytics to evaluate the usability of client-facing interfaces.
- 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 environment

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.
- Led efforts in establishing humane interaction patterns & design systems for responsive web & native mobile (Android and iOS).

### 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, OpenAI Codex, WordPress.

## Personal Projects

**Soccer Scoring App** – Developing a scoring app for native iOS using Swift & SwiftUI on xCode, leveraging watchConnectivity.

**Spotify Playlist Curator** – Collaborated to design a web tool using HTML, CSS, JavaScript to generate playlists with varying metrics.

**UnPixelate Design Podcast Series** - Curated a (YouTube) podcast series with few of the most innovative designers in the industry.

## 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