

Rithika Repakula

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📄 SUMMARY

Versatile UX Designer with 3+ years of experience creating user-centered designs and enhancing user satisfaction through actionable insights. Skilled in collaborating with cross-functional teams, employing diverse design tools, and utilizing user research to inform innovative solutions and accessible and inclusive digital experiences across various industries.

🏢 PROFESSIONAL EXPERIENCE

UX Designer, Harvard Business School - Digital Data Design Institute Nov 2023 – present | Boston, MA

- Successfully designed and implemented an innovative web presence that personalized content and enhanced engagement with community members and partners.
- Collaborated closely with corporate partners, stakeholders, product managers, and developers throughout the design and development lifecycle.
- Effectively managed institute-wide social and web analytics (GA4), offering regular recommendations for improvement based on data-driven decision-making

UX Designer, Studio Lupa Jun 2023 – Oct 2023 | New York, NY

- Led voice design initiatives for the company's intercom system and AI assistant, ensuring clear and effective communication
- Actively maintained and contributed to the evolution of the design system and designed inclusive and accessible digital interfaces

Product Design Intern, Forbes Media Jun 2022 – Aug 2022 | New York, NY

- Improved Forbes' website retention rate by 8% with innovative menu/navigation design, created 60+ on-brand visual elements for web/mobile
- Collaborated on AI assistant features for Forbes CMS, achieving a 38% NPS increase with product/editorial cross-functional teams
- Utilized A/B testing and iterative design for UX optimization, leading to data-driven design improvements and better engagement

UX Accessibility Designer, NASA Eclipse Soundscapes Jan 2022 – Jun 2022 | New York, NY

- Redesigned web pages for AAA accessibility, addressing WCAG guidelines and proposing accessible design solutions.
- Increased site visits by 23% through iterative design and collaboration with product owners.
- Leveraged user metrics and data-driven design to create engaging experiences for visually impaired users.

UX Designer, Sony Entertainment and Colors TV Jun 2019 – Feb 2021 | Chennai, India

- Utilized data-driven design and usability testing to create intuitive on-screen graphics, wireframes, and mock-ups, enhancing viewer engagement.
- Crafted engaging voice interactions for enhanced user experiences in mobile application
- Iterated designs based on user feedback and metrics, driving continuous improvement in viewer satisfaction.

🎓 EDUCATION

New York University, Master of Science, Integrated Design and Media, GPA 3.9/4 Sep 2021 – May 2023 | New York, NY

University of Madras, Post Graduate Diploma, Computer Science, GPA: 3.8/4 Jun 2020 – Jul 2021 | Chennai, India

University of Madras, Bachelor of Science, Electronic Media, GPA 3.9/4 Jun 2017 – May 2020 | Chennai, India

🧠 SKILLS

Design & Research (Data Driven Design, Rapid Ideation, Service Prototyping, Wireframing, Speculative Design, Interaction Design)

Adobe Creative Suite (Illustrator, XD, Photoshop, Premiere Pro, Indesign, After Effects, Lightroom, Dreamweaver, Audition, Fresco)

UI/UX and Prototyping (Figma, Sketch, Balsamiq, Adobe XD, Zeplin, Miro, Visio, Invision, Framer, Keynote)

3D & VFX (Unreal, Unity, Rhino, Blender, 3dsMax, Motion Builder) | **Coding** (HTML/CSS, Javascript, React, Processing, Python)

🏆 LEADERSHIP EXPERIENCE

Vice President (Graduate Student Council-New York University)

Integrated Design and Media-Graduate Assistant (New York University)