

# RUJUTA DHARU

Lead Product Designer | UX/UI Designer | 3.5 Years Experience

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## PROFESSIONAL SUMMARY

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Lead Product Designer with **3.5+ years** of end-to-end UX/UI and interaction design experience across government digital platforms (G2C/G2B), enterprise SaaS, Insurance Tech, real estate, and tourism. Applies **design thinking and systems thinking** to translate complex stakeholder requirements into scalable design systems, intuitive workflows, and production-ready prototypes. Experienced in multi-portal design (4+ user roles), PRD authorship, detailed IA, WCAG-compliant UI, data-driven design decisions, and cross-functional collaboration in agile environments. Presents designs to users and stakeholders; reviews developer implementation; mentors design interns. Currently leveraging **AI-assisted design workflows** (Claude Code, Cursor, Figma Make, Google Stitch, Relume AI) to deliver high-quality UI at speed. Seeking mid-senior / Associate-L2 roles at MNCs or growth-stage product companies.

## CORE SKILLS & TOOLS

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**Design & Prototyping:** Figma (Variants, Components, Auto Layout, Dev Mode), FigJam, Adobe XD, Illustrator, Photoshop, InDesign, Miro

**AI-Powered Design Tools:** Claude Code, Claude Design, Cursor, Figma Make, Google Stitch, Relume AI, Eraser.io, ChatPRD, Vercel v0

**UX/UI Capabilities:** Design Systems & Component Libraries, Wireframing, Hi-Fi Prototyping, Interaction Design, Information Architecture, PRDs, Responsive Web & Mobile Design (iOS, Android), Dashboard UI, Multi-step Forms & Workflows, WCAG / Accessibility, A/B Testing, Micro-interactions, Dev Handoff, Agile Collaboration

**UX Research & Strategy:** User Interviews, Heuristic Evaluation, Usability Testing, Persona Creation, Journey Mapping, Competitor Benchmarking, Research Synthesis, Stakeholder Management

**Analytics & Behaviour Tools:** Microsoft Clarity (heatmaps, session recording for design validation)

**Technical Awareness:** Basic HTML/CSS (for dev collaboration and design-to-code accuracy)

**Domain Experience:** Gov-Tech (G2C/G2B), Real Estate (PMS), Insurance Tech, Tourism, Public Transit, Enterprise SaaS, Consumer Apps

## PROFESSIONAL EXPERIENCE

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**Lead Product Designer** | [Stratzi.ai](#)

Jul 2025 – Present

Enterprise product design consultancy · Clients: Sure Money, MTDC, Government of Maharashtra, Stratzi.ai

- **Sole designer** owning end-to-end design across 5 concurrent government and enterprise client engagements — independently managing stakeholder presentations, design decisions, and developer handoff for each.
- **Guided a design intern** through design fundamentals, Figma workflows, and component-level thinking; reviewed and provided structured feedback on all intern deliverables.
- **Reviewed developer implementation** of all major feature releases and flow redesigns against Figma specs — ensuring design accuracy before client-facing deployment; independently signed off on smaller UI changes.
- **Presented designs** and user research findings directly to end users and key stakeholders including CS officers and Personal Assistants — translating design decisions into business language for non-design audiences.
- Designed the **MTDC** digital ecosystem across 6 surfaces — public website (desktop + mweb), mobile app v2, CMS portal, PMS, BnB admin, and aquatic activity portal — delivered solo in 2.5 months; 60% of screens are live with remaining 40% in active development.
- Designed **SWCS** (Single Window Clearance System) for Naveen Nagpur — consolidating 10+ fragmented government approval portals into a single platform across 4 user roles (Applicant, Admin, CA/CS, Chairman) and a public website; discovery chat flow and common application form layout validated by PM.
- Authored PRD and designed **Tender Analyser** — a government bid evaluation portal solving a dual-axis data comparison problem (per-bid and per-criterion view) across hundreds of bids in a single matrix interface.

- Designed **Sure Money** — a real estate PMS covering apartment and bungalow booking flows, payment tracking dashboards, and role-based portals for builders and construction companies.
- Designed 4-role **InsureTech** agent platform (POSP, Operations, Admin, Relationship Manager) from research through dev handoff; client feedback confirmed significantly simpler navigation versus prior tools.
- Built an **AI-accelerated design workflow** using Relume AI for site map scaffolding, Figma Make for rapid UI variant exploration, Vercel v0 for interaction prototyping, and Cursor + Claude Code for layout logic — reducing concept-to-handoff cycles across all projects.
- Created detailed information architectures for complex multi-portal systems (4+ user roles, 60+ screens) using Eraser.io — mapping navigation hierarchies, data flows, and edge cases to align engineering before screens were produced.

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## UI/UX Designer | Beauto Systems Pvt Ltd

Nov 2024 – May 2025

*B2B product company*

- Built and maintained the product UI design system in Figma, reducing design-to-development iteration time by **35%** through consistent components, tokens, and documentation.
- Designed responsive interfaces and interactive prototypes across 3+ product features; mapped user journeys and personas to directly inform MVP prioritisation.
- Co-led agile sprint ceremonies with developers, resolving **90%** of UI-dev conflicts before handover — eliminating mid-sprint rework.

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## Freelance UX/UI & Graphic Designer | Self-Employed

Sep 2023 – Nov 2024

*Multi-domain: dashboards, landing pages, mobile apps, brand identity*

- Delivered end-to-end design for **5+ client projects** spanning UI design and graphic design — from discovery through dev-ready handoff.
- Conducted user interviews, competitor benchmarking, and usability audits to ground design decisions in validated insights.
- Achieved **95% client satisfaction** with repeat engagements — streamlining revision cycles through clear design rationale at each stage.

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## Jr. Product Designer | Sarg Design Studio

Jun 2022 – Aug 2023

*Service design, industrial design, graphic design, UX/UI*

- Contributed to multi-phase public transit redesign for **PMPML** — applying service design, signage systems, and UX research to improve rider experience across physical and digital touchpoints.
- Ran **A/B tests** on wayfinding and packaging systems to validate clarity and accessibility improvements; documented design standards and mentored junior designers on consistent visual system usage.

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## EDUCATION

### Bachelor of Design — Product Design

2018 – 2022

*MIT-WPU School of Design, Pune | CGPA: 8.99 / 10.0*

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## CERTIFICATIONS

- UX Research for Apps: User-Centric from Concept to Launch — Udemy (2024)
- Foundations of User Experience (UX) Design — Google / Coursera (2022)
- Service Design: Designing for Experience Over Time — Udemy (2021)

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## LANGUAGES

English (Fluent) | Hindi (Fluent) | Marathi (Fluent) | French (Basic) | German (Basic)