

Riddhi Katariya

Summary: A March 2025 qualified Industrial Designer, having successfully completed all academic and design projects with excellence. Proficient in UI/UX, cognitive ergonomics, assistive technology, and sustainable product design, with hands-on expertise in wireframing, prototyping, and user research. Committed to design leadership, product strategy, and collaborative problem-solving to create meaningful, user-focused solutions that enhance overall experience.

Contact Details:

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- Location : Pune, Maharashtra
- Portfolio : <https://www.riddhikatariya.com/>

Skills:

- DESIGN TOOLS** | • Figma • Procreate • Illustrator • Photoshop • InDesign
3D SOFTWARES | • Fusion 360 • Rhino • Keyshot
DESIGN EXPERTISE | • UI/UX • Product Design • Human-Centered Design
SOFT SKILLS | • Problem-Solving • Design Strategy • Team Collaboration
• User-Centered Thinking • Attention to Detail

Education

Course	Institution	Year of Passing	Marks
B.des Industrial Design	Unitedworld Institute of Design	June 2025	8.33 SGPA

Certifications

- UX Kickstarter Workshop by Anudeep Ayyagari (Growth School)

Professional Experience

1. Product Design Intern	TATA Motors, Pune	June 2024 to Sept 2024
<ul style="list-style-type: none">• Worked on user-centered truck design to enhance functionality and usability.• Utilized CREO Parametric for design modelling and simulations.• Conducted user feedback analysis to improve ergonomics and product efficiency.		
2. UI/UX Designer Intern	QC Alpha Advisor (GoAlgo), Pune	May 2024 to Sept 2024
<ul style="list-style-type: none">• Designed user-centric interfaces for a trading platform, creating intuitive user flows and high-fidelity screens.• Improved user experience by applying UX principles and conducting usability testing.• Enhanced understanding of trading concepts to optimize platform usability and navigation.		
3. UI/UX Designer Intern	ChargeEazy, Pune	May 2024 to Sept 2024
<ul style="list-style-type: none">• Led the redesign of the company's website to improve usability and visual appeal.• Conducted user research to enhance navigation and optimize the EV charging experience.• Gained in-depth knowledge of the electric vehicle (EV) industry and charging infrastructure.		
4. Graphic Designer (Freelance)	CS Dental, Pune	Apr 2024 to Present
<ul style="list-style-type: none">• Designed logo, letterheads, and visiting cards to establish a strong brand identity.• Developed cohesive visual branding solutions to enhance company recognition.• Applied design principles to create professional and visually appealing marketing materials.		

PROJECTS

- TATA Truck | Product & Ergonomic Design**
 - Improved truck cabin ergonomics for better driver comfort and usability.
 - Used CREO Parametric to refine design and optimize space and controls.
- GoAlgo | UI/UX for Trading Platform**
 - Designed an intuitive trading website with optimized user flows and high-fidelity screens.
 - Conducted usability testing to enhance navigation and accessibility.
- ChargeEazy | UI/UX & Branding**
 - Redesigned website, admin portal, and mobile app for an improved EV charging experience.
 - Revamped logo and visual identity to align with industry trends.
- Ahmedabad Metro | Cognitive Ergonomics**
 - Optimized metro navigation to reduce cognitive load and improve passenger flow.
 - Enhanced signage, ticketing flow, and accessibility through user research.
- Furever | Packaging Design**
 - Redesigned 15kg dog food packaging for better usability and airtight sealing.
 - Improved branding and material selection for enhanced market appeal.

ACHIEVEMENTS

- SSIP Grant | Govt. Innovation Support Program (Feb 2025)**
 - Secured a government grant from Karnavati University for an innovative project, recognizing its potential impact.
- ScaleUp iBiz 2.0 | Startup Bootcamp Winner (Aug 2024)**
 - Won a competitive startup bootcamp (JESA Initiative), receiving top recognition for an innovative business approach.

RESEARCH AND PUBLICATIONS

- **ICorD 2024 (IIT Hyderabad)** – Petals of Purpose: Sustainable Flower Waste Management, Springer Publication
- **ACED 2023 (IIM Mumbai)** – Enhancing AFC Gates & Metro Navigation, Springer Publication

CONFERENCE AND PRESENTATIONS

- Enhancing AFC Gates & User-Centric Navigation in Ahmedabad Metro Stations – Presented at **ACED Conference, IIM Mumbai (2024)**
- Petals of Purpose: Sustainable Flower Waste Management – Presented at **ICorD Conference, IIT Hyderabad (2025)**

EXTRACURRICULARS

- **Crea 4.0 (2023)** – Led branding, logo design, and visual identity.
- **Ahmedabad Design Week (2022)** – Managed material procurement and installations.
- **Crea 3.0 (2022)** – Designed and prototyped creative installations.