

Rutuja Patil

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WORK EXPERIENCE

FlytBase Labs

Pune, Maharashtra

Web Design Intern

Feb 2023 - May 2023

- Led the redesign and development of the FlytNow product website, resulting in a remarkable 30% surge in user interaction and a 10% increase in conversion rates.
- Initiated the development of FlytBaseTV, a media platform, resulting in a 25% boost in user engagement and a 20% rise in media resource consumption.
- Optimized blog and product pages through redesigns and SEO, reducing bounce rates by 20% while raising page views 14% and user retention 8%.
- Executed graphic design and campaign management for the NestGen conference, increasing attendance by 45%.
- Led the design and development of FlytBase Websites Careers Page, significantly boosting qualified job applications.

Yelloyolk Media Pvt. Ltd.

Pune, Maharashtra

UI/UX Design Intern

Mar 2022 - Aug 2022

- Conceptualized and produced explainer and graphic content for industrial clients, enhancing brand visibility by 10% across 11+ office and factory locations in India.
- Orchestrated comprehensive redesigns for Indira Group of Institutes, Pune, leading to a 15% increase in user engagement and a 12% boost in website traffic.
- Coordinated UI designs for an Educational Institute in Satara, resulting in a 10% decrease in bounce rates, enhancing user experience.
- Created promotional graphic designs and branding content for the Food & Beverage Industry in Pune City, contributing to their marketing efforts.

Freelance Design Projects

Remote

Freelance Designer

Mar 2020 - Aug 2023

- Designed and developed 5+ responsive portfolio websites for clients based in India and Germany. Implemented CMS, 3D transforms, native and custom JS.
- Part-time Product Designer at ÆRTH, crafting digital tokens and contributing to website redesign projects.

EDUCATION

Indiana University Bloomington

Bloomington, Indiana

Masters in Human-Computer Interaction Design (HCI/d)

Graduation Date: May 2025

Savitribai Phule Pune University

Pune, Maharashtra

Bachelor in Computer Engineering

Graduation Date: Aug 2022

PROJECT EXPERIENCE

EYECARE Connect Kiosk

Indiana University Bloomington

HCI/d Design Project

Nov 2023 - Dec 2024

- Developed and implemented the EyeCare Connect Kiosk initiative, aimed to address limited eye care access in rural areas, offering a sustainable solution to enhance healthcare accessibility in underserved regions.

SmartCart Assistant

Indiana University Bloomington

HCI/d Design Project

Sep 2023 - Oct 2023

- Developed the 'SmartCart Assistant' solution, aimed to assist international students in navigating unfamiliar grocery stores in a foreign country, enhancing their adaptability to local shopping experiences and products.

SKILLS

UI/UX Design, Illustration, 3D Design, Motion Design, Web Design, Brand Design, HTML/CSS, User Research, UI Animation, Content Writing, Campaign Management, Project Management, Interaction Design, Webflow Development