



Richa Banka
Product Designer

PROFILE

As an innovative Product Designer with over 6+ years of experience, I have worked in diverse domains such as fintech, ed-tech, web3, and healthcare product development, handling everything from design to development.

WORK EXPERIENCE

Product Designer - Rupeezy, Bengaluru

Jun 2024 - Present

- Lead and own a project on Mutual fund distributor App and web portal from scratch. Contributed in the **revenue growth of 20%** initially for the overall organization.
- Worked on a refer and earn program on the main rupeezy app platform by integration **gamification** elements in the flow.
- Created landing pages for mutual fund vertical for the rupeezy website to help in **SEO optimisation** and get **user acquisition**.
- Tools used : Figma, Jira, Google Analytics, Whimsical, Jitter(Motion Design), Lottiefiles

Product Designer - Yocket, Bengaluru

Oct 2022 - May 2024

- Lead and own all the projects related to Yocket GRE Prep. Also created an app from scratch for the same. Contributed in the **revenue growth of 76%** .
- Worked collaboratively on various features that increased **CSAT score from 50% to 78%** for existing premium users on the Yocket Study Abroad Counseling platform.
- Worked with the stakeholders (counsellors, PMs etc.) to design an improved **backend dashboard** to manage students assigned to the counsellors .
- Tools used : Figma, Jira, Microsoft Clarity, Google Analytics, WebEngage, Datastudio, Whimsical, Jitter(Motion Design), Lottiefiles
- **Design System** : Crest, Superocket (Yocket’s own DS created with tailwind)

Product Designer - Capx Global, Bengaluru

Feb 2022 - May 2022

- Coordinated in the product design life cycle of research, IA, wireframe and design of Capx Crypto-Lend, Exchange and Governance app. Also worked on designing the UI for meta verse.
- Tool used: Figma, Webflow, Notion, Slack, Monday.com, Whimsical, Notion
- Design System : Tailwind

Software Engineer - Cerner Healthcare , Bengaluru

Dec 2018 - Jan 2022 (Intern + Full-time)

- Coordinated in large-scale software developments, including testing features and correcting code. Worked on Quality Assurance of Revenue cycle Application under 6 months Quality assessment project.
- As a *Software Intern (Dec 2018 – Jun 2019)*, I created a Healthcare Record Maintenance System which focused on optimising the patient results after registration. The project consisted of clerk module to retrieve patient details and the patient module to register details.
- Software Requirements for Frontend: ReactJs, HTML, CSS, ES6

OTHER WORKS

Completed Internship and freelanced with other companies to build their products.

- **Pfolio** - Created a portfolio website that also got featured in product hunt. (Link)
- **Stockal** - Worked on blog pages and onboarding flow as a part of internship. (Link)
- **Enigma Perfumes** - Worked for a freelance project to create website in wix from scratch .(Link)

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SKILLS

UX Design • UI Design • Problem Solving •
user research • wire framing • Rapid Prototyping
• Visual Design • Animation (Basics) •
HTML, CSS, JavaScript

TOOLS

Figma • Adobe Illustrator • WebEngage •
Google Analytics • Microsoft Clarity • Lottie Files
• Motion Design in Jitter • Procreate • Jira •
DataStudio

EDUCATION

10k Designers
UI/UX Design Masterclass by Abhinav Chikara

MCA
VIT University, Vellore • CGPA : 9/10

BCA
Biyani Girls College, Jaipur • Marks : 76.6%

Higher Secondary (PCM)
St. Xavier’s school, Bettiah • Marks : 78%

SSLC
A.G church school, Bettiah • CGPA : 9/10

OTHER LINKS

Medium • LinkedIn • Figma Community