



# Ritvik Rajiv Kolhe

## User Experience Designer

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**Portfolio:** [www.ritvikkolhe.com](http://www.ritvikkolhe.com) | **Linkedin:** [www.linkedin.com/in/ritvik-kolhe/](http://www.linkedin.com/in/ritvik-kolhe/)

**Nationality:** Indian | **Date & Place of Birth:** 12.12. 1999, India

**Languages:** English (Fluent), German (Very Good)

**Hobbies:** Badminton, Swimming, Reading & Music

## About

With more than 2 years of experience as a User Experience Designer, I have been a part of diverse projects in UX Design for domestic and international companies. I am recognised for my unwavering consistency, strong work ethic, independent & structured way of thinking and my record includes notable academic and professional achievements. I am passionate about working in the Automotive and mobility industries and contribute to future development using innovative technologies. I have profound knowledge in **User research, Ideation Methods, Design Strategy, Prototyping and Usability Testing.**

## Work Experience

### Junior UX Executive / BORN Group (A Tech Mahindra Company)

MAY 2022 - FEBRUARY 2024, 1 YEAR 9 MONTHS, INDIA | DEPARTMENT: CREATIVE

- Successfully delivered four complex projects in Automotive, Archaeology, Recreation and Luxury Shopping sectors with creative teams of 3-6 members using **Figma, Miro, Google Suite & JIRA.**
- Helped brands boost sales and **user engagement by 10-15%** by implementing solid UX design techniques and design thinking methods
- Actively worked on primary and secondary research, discovery planning and strategy, discovery facilitation, user surveys and interviews, user personas and journeys, information architecture, and wireframing

**Achievement:** Analyzed potential improvements in digital channels for more than **17 companies** and won pitches for **6 projects** each valuing more than **€150,000**

### UX Intern / BORN Group (A Tech Mahindra Company)

FEBRUARY 2022 - APRIL 2022, 4 MONTHS, INDIA | DEPARTMENT: CREATIVE

- Collaborated with project leads and senior designers, utilizing design methodologies such as **Brainstorming, Ideation, Research, Competitive Audit, and Product Strategies**
- Contributed to over five pitch projects, presenting ideas to clients, analyzing UX errors, and documenting meeting minutes

### Product Design Intern / Elemental Fixtures Pvt. Ltd.

FEBRUARY 2021 - JUNE 2021, 5 MONTHS, INDIA | DEPARTMENT: DESIGN

- Supported multiple design projects by contributing to **Design Optimization, Brainstorming & Ideation using Strategic and Systems Thinking**
- Gained hands-on experience in projects for brands in the healthcare, FMCG, and pet sectors, collaborating with engineers, and assisting in product optimization and mass manufacturing of products

## Product Design Intern / Zealous Design Solutions

JUNE 2020 - JULY 2020, 1 MONTH, INDIA | DEPARTMENT: DESIGN

- Worked on a project which aimed to design and develop a trustworthy, cost-effective, and feasible solution that ensures hygiene and sanitation for small and stand-alone restaurant chains

## Education

### M.Sc. User Experience Design / Technische Hochschule Ingolstadt

OCTOBER 2024 - PRESENT, GERMANY

- **Major courses:** AR/VR Applications, Design Strategy & Management, Mobile UX Prototyping, Data Analysis, Critical UX Reflections, Project: Prototypical Realization of an AI driven Multi-modal Assistant

### B. Des. Product Design / Dr. Vishwanath Karad MIT World Peace University

JUNE 2018 - JUNE 2022, INDIA

- **Major courses:** Design Innovation Projects, Design Research Projects, Design Management and Innovation, Behaviour Design, Design Entrepreneurship, Business and Service Design

## Skills

### Research, Evaluation & Design Methods:

- **Advanced Knowledge:** Design Research, Discovery, Usability Analysis, Competitive Benchmarking, Design Strategy, Problem Solving, Brainstorming & Ideation, Industrial & Product Design
- **Intermediate Knowledge:** User Survey and Data Analysis, Information Architecture, Interaction Design, Visual Design, System & Service Design

### Design Tools:

- **Advance Knowledge:** Figma, Miro, Rhinoceros, Keyshot, Google Suite
- **Intermediate Knowledge:** Adobe XD, Adobe Photoshop, Adobe Illustrator

## Awards & Recognition

1. **Special Performance Award | BORN Group:** Top performer award for three successful project deliveries and 13 project pitches
2. **Budding Star Award | BORN Group:** Awarded for leadership, contribution and delivery of the first project as a fresher and presenting the design strategy to the client
3. **Bronze Medalist | Dr. Vishwanath Karad MIT World Peace University:** Rank 3 with CGPA 9.27
4. **Finalist | Taiwan International Student Design Challenge:** Reached the final stage for the project 'ScrubTub', which aimed at improving the street food hygiene in India
5. **Best National Design Challenge Entry Award | MIT WPU:** Awarded for the best entry at the 2019 Confederation of Indian Industry's (CII) Student Design Challenge
6. **Design Prototyping Award | Dr. Vishwanath Karad MIT World Peace University:** Awarded for being a topper in design prototyping in the cohort of 30 students in product design
7. **Finalist | Confederation of Indian Industry - Student Design Challenge:** Finalist (Top 15 out of 400 entries) at the CII Student Design Challenge for the project 'Symbols for Public Spaces'