

## About

I'm Sr. UX Designer, and over the years, I've worked across domains like BFSI, automotive, and tech—helping brands create intuitive, scalable experiences.

My strength lies in breaking down complex flows into simpler journeys that align user needs with business goals.

## Social

 Design Portfolio

 LinkedIn

## Contact

 ritusrivinayhalambi@gmail.com

 +91 9819866959

Sr. UX Designer

# Ritusri Halambi

## Experience

Oct 2024 - Present

Sr UX Designer | ZEUX Innovation | Mumbai

### BUTTERFIELD Bank (Cayman Islands) UX Revamp

- Led the UX revamp for Butterfield Bank's corporate and retail portals, mentoring a junior designer throughout the process.
- Ensured timely delivery of high-fidelity, pixel-perfect user journeys, aligning with the bank's quality and compliance standards.
- Collaborated with product managers, key stakeholders and the Oracle team to conceptualise and design modern, user-focused banking features that address evolving customer needs.

### ICICI Bank Money2World Portal Audit and Redesign

- Assessed the current ICICI M2W portal and provided recommendations based on industry-standard UX practices.
- Contributed to the complete UX revamp by implementing error checks, help texts, intuitive bucketing, and used multiple AI tools to simplify copy creation, especially for form-heavy screens.
- Solely handled the support engagement for 6 months, ensuring smooth operations and timely issue resolutions.

### RFLY & TRENTAR MOBILITY

- Led UX redesign, delivering a high-impact digital presence within a 5-day sprint for AeroIndia 2025, enhancing user engagement and brand visibility.
- Collaborated with a cross-functional team to develop a scalable, responsive website optimised for both desktop and mobile platforms, ensuring seamless user experience across devices.
- Implemented strategic storytelling and visual design to effectively showcase RFLY's UAV products and services, positioning the company as a leader in drone technology at a premier aerospace exhibition.

Jun 2023 - Oct 2024  
UX Designer | ZEUX Innovation | Mumbai

### ICICI Bank Corporate Indian Banking Portal UX Research and Audit

- Conducted extensive user research, stakeholder envisioning, and competitive analysis to comprehensively grasp the intricacies of the business, aligning with the bank's objectives and user requirements.
- Was assigned individual tasks, which included conducting in-person bank visits for competitive research along with a competitive analysis involving four national banks and two NBFCs, identifying and comparing key features, highlighting gaps in the ICICI platform.
- Acquired essential skills in multitasking, time management, storytelling, and data gathering methods during project execution.

### MARUTI SUZUKI Brezza POC

- Leveraged After Effects to create captivating videos and dynamic animations.
- Explored numerous AI tools and referenced top-tier car websites to ensure high-quality design outputs.
- Enhanced the overall user experience through sound design.

### SCHNEIDER Electric POC

- Improved multiple screens by giving a fresh look through reskinning.
- Contributed to the development of brand guidelines by participating in tasks such as creating few logo options.

Jan 2023 - May 2023  
UX Design Intern | ZEUX Innovation | Mumbai

### FERNS & PETALS

- Executed a UX audit to evaluate the existing app's performance and usability.
- Independently conducted live user research, competition benchmarking and user testing to gather feedback.
- Implemented user feedback to iterate on design improvements.

## Skills



Design Research



Pixel Perfect Design



User First Approach



Product Management



Video Animations

## Tools



Figma



Adobe Suite



Generative AI

## Education



**Bachelors in Design**  
Unitedworld Institute  
of Design (UID),  
Gandhinagar  
2019 - 2023



**Junior College**  
Narsee Monjee College  
of Commerce and  
Economics,  
Mumbai  
2017 - 2019