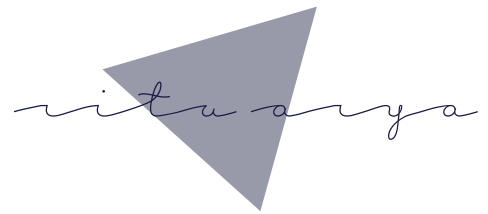


RITU ARYA

Product Designer | Toronto, Canada

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WORK EXPERIENCE

SENIOR DESIGNER / VIVIDFIX

FEBRUARY 2019 - Present

- managing and executing multiple design projects through its phases
- communicating directly with clients on assigned projects to understand their goals and meet their design needs
- collaborating with internal team to ensure stakeholder goals are met
- development of design materials based on the overall brand direction as needed, i.e. wireframes, banners, emails, interactive detail aids
- analyzing client feedback and activity, and iterating to enhance the design experience
- production of final artwork files and pre-press

GALLERY COORDINATOR / GALLERY IVDE, DUBAI

OCTOBER 2015 - JUNE 2018

- handled all design for the gallery including collaterals for exhibitions
- designed artist catalogues for each exhibition
- assisted in organising all gallery exhibitions and participating art fairs
- upgraded the system database to Artlogic and redesigned the website
- coordinated communications with our roster of artists
- created artwork PDFs and PrivateViews for clients
- provided production support to guest curators and participating artists
- updated the website with upcoming exhibitions, news and new works
- updated social media : instagram and facebook

MARKETING COORDINATOR / THEJAMJAR, DUBAI

SEPTEMBER 2013 - OCTOBER 2015

- handled all design developments for branding, projects, events
- coordinated branding training sessions with company staff
- created and handled social media schedules and reports
- compiled thejamjar's monthly mailer as well as e-vites for projects
- created templates and brand guidelines for all JJ Group entities (thejamjar, 17A Art Consultants, ArtintheCity)
- designed marketing collaterals for ArtintheCity

GRAPHIC DESIGNER / QUINT, DUBAI

AUGUST 2010 - JANUARY 2013

- designed layouts for quint magazine
- sourced artists, designers and photographers for the magazine
- designed flyers, banners and branding materials for clients

SKILLS

UX strategy,
User flows,
Concept sketches,
Experience mapping,
Wireframes,
Prototypes,
Mockups,
Design systems,
Branding,
User interviews,
Usability Testing,
User Flows,
User Personas,
Competitor analysis,
Tree testing

TOOLS

Adobe XD, Figma,
Sketch, Photoshop, Indesign,
Illustrator, Keynote, Optimal
Workshop, Trello, Everhour, Slack

EDUCATION

SEPTEMBER 2020 - DECEMBER 2021

George Brown College
Continuing Education in UX Design

MAY - JUNE 2013

Parsons The New School
Summer Intensive Course in
Drawing and Painting

SEPTEMBER 2005 - MAY 2010

American University Of Sharjah
Bachelor of Science in Visual
Communications

LANGUAGES

English | Hindi

AWARDS

Dubai Lynx 2011
Bronze Award Design Category

Magazin Mania 2011
Best In Category Award