

# RUCHI LAD

## PRODUCT DESIGNER

Portfolio: [www.ruchilad.com](http://www.ruchilad.com)

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Brisbane

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I'm a dynamic and innovative **Product Designer, based in Brisbane, with over 4 years of hands-on experience and education from Monash University.** Leveraging my expertise in user behaviour and design, **I craft solutions that enhance user engagement and satisfaction.** My dedication lies in creating seamless and engaging user experiences that resonate with target audiences. From initial research to final design, **my process is collaborative and data-driven, ensuring each project is tailored to meet specific user and business needs.**

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## WORK EXPERIENCE

### 23 Digital Product Designer

Melbourne, Australia  
(August 2023 - January 2025)

1. Reduced travel planning time from weeks to a single day by designing TripEase, a one-stop mobile app (iOS/android), seamlessly integrating flights, accommodations and itineraries with a user-centric approach from concept to launch.
2. Collaborated on the end-to-end product development of Brooks Running, designing an optimised payment portal that reduced the checkout process from 7 clicks to 3, enhancing user experience and conversion rates.
3. Achieved a 52% reduction in bounce rate by redesigning the Department of Education, Australia website, optimising information architecture, improving user navigation and refining the design system for a more engaging experience.
4. Increased user engagement by 36% for Brooks Running by introducing three new features that streamlined the online shopping experience, making it more seamless than traditional retail.

Case study: <https://www.ruchilad.com/tripease>

### Helfie.ai Product Designer

Melbourne, Australia  
(July 2022 - July 2023)

1. Achieved a 43% increase in user engagement and a 33% rise in product downloads by reconstructing a user-centric AI health-tech website that effectively communicates product

information and encourages users to opt for online consultations, reducing the need for physical doctor visits.

2. Designed user-centric native and web mobile apps for COVID AI and Skin Cancer AI (iOS and Android), enhancing user experience through features like symptom checkers and personalised skin assessment tools.

3. Achieved a 39% increase in user satisfaction and improved feature adoption by conducting user testing and ethnographic research including user interviews and surveys that informed interface simplification.

4. Identified a lack of user trust caused by unclear involvement in treatment decisions. Developed interactive prototypes and conducted A/B testing to analyse user behaviour and pain points. Addressing these issues resulted in improvement in user decision-making and a significant increase in product downloads.

5. Effectively communicated and persuaded stakeholders to integrate detailed health report analysis into the app by presenting user research to product managers. The findings demonstrated that comprehensive reports would build user trust and increase the need for doctor consultations. This enhancement led to a 43% increase in user engagement with health insights and significantly boosted confidence in the app's recommendations.

Case study: <https://shorturl.at/cDwHL>

## **Skinned Skincare**

### **UX/UI Designer**

Melbourne, Australia  
(March 2021 - June 2022)

1. Reduced cart abandonment by 25% by designing and presenting a user-centric strategy for the Skinned mobile and website payment gateway, including a simplified checkout flow and progress indicator.

2. Enhanced the website's visual appeal by refining the design system, creating a clean and organised interface that minimised clutter from offers and ads.

3. Achieved a 23% increase in engagement and a 15% rise in mobile app downloads by updating the UI to align with industry standards and trends, featuring a modern, minimal homepage redesign and integrating micro-interactions across the site.

4. Collaborated seamlessly with developers and engineers by using coding terminology to discuss project requirements. I ensured design files were development-ready by detailing component structures in HTML/CSS and clarifying responsive behaviour, leading to smoother handoff and faster implementation.

## **FoxyMoron**

### **Digital Design Lead**

Mumbai, India  
(October 2018 – January 2021)

1. Spearheaded the design of marketing campaigns that increased brand visibility on social media by 45%, driving a 30% rise in customer engagement.

2. Streamlined the design process by implementing a design system, reducing project turnaround time by 25% and improving collaboration across teams.
  3. Designed logos, brand guides, and visual assets that strengthened brand consistency, contributing to a 20% growth in customer loyalty.
  4. Improved the performance of digital assets by redesigning website layouts and promotional banners, leading to a 35% increase in click-through rates (CTR).
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## EDUCATION

### **Monash University**

(Melbourne, Australia)- Masters in Product Design and FE Dev

### **Welingkar Institute of Management Studies**

(Mumbai, India)

Post-Graduation in Marketing and Advertising

### **MAYA Institute of Advanced Cinematics**

(Mumbai, India)

Advanced Diploma in Graphic Design

### **University of Mumbai**

(Mumbai, India)

Bachelor's of Mass Media in Advertising

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## ACHIEVEMENTS

- Contributed to the redesign of the Department of Education, Australia's website, increasing engagement by 30% through improved information architecture, navigation and overall UI enhancements.
  - Led the design of the final reports dashboard in the Covid AI app, enhancing user trust and engagement by 23% and increasing clicks on doctor consultation options.
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## SKILLS

- User Research
  - User Insights
  - Journey Mapping
  - User Flow
  - Wireframes
  - User Testing
  - A/B Testing
  - Interactive Prototypes
  - User Interface
  - Design Systems
  - Components
  - Variables
  - Responsive Web Design
  - FE Development (HTML/CSS and JAVA)
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## SOFTWARES

- Figma
- Adobe XD
- GitHub
- Miro
- Invision
- Photoshop
- Illustrator
- After Effects
- InDesign
- Visual Studio Code
- Microsoft project Management