

RANISHA DAS

ranishadas.official@gmail.com | [LinkedIn](#) | [Portfolio](#)

Product UX Designer | UX Research & Strategy | Digital Experience Design

PROFILE

Product UX Designer with 5+ years of experience across fintech, AI-driven platforms, SaaS, and public-sector digital services. Skilled in end-to-end product design; from discovery and research through to interaction design, prototyping, and delivery. I bring a systems-thinking approach to complex problems, combining user research, accessibility expertise (WCAG), and close collaboration with cross-functional teams to design products that are intuitive, inclusive, and measurable. Experienced working in Agile environments with stakeholders across technical, legal, and business functions.

PROFESSIONAL EXPERIENCE

Lead UX Designer, kmbio.ai

2024 - 2025

- Owned end-to-end product design for kmbio.ai, translating complex AI-driven compliance workflows into intuitive, accessible user journeys across web and mobile.
- Conducted user research, defined information architecture, and created wireframes, prototypes, and high-fidelity UI screens to guide development.
- Developed UX writing and micro copy frameworks to reduce cognitive load and guide users through multi-step fintech and SaaS workflows.
- Collaborated with legal, engineering, and business stakeholders through design reviews and iterative feedback cycles to ensure product met compliance and Trust & Safety standards.
- Maintained design consistency across the product by establishing a component library and UX patterns.

UX & Product Designer, Freelance

Present

Conversational UX / AI Product Design, Phillonex

2026

- Designed end-to-end conversational UX for a WhatsApp-based AI ordering assistant for PizzaMax, defining user flows, dialogue design, error states, and checkout interactions.
- Structured information architecture and content flows to support seamless, low-friction ordering experiences.

AR Campaign & Digital Experience Design, Nua Boba

2024

- Conceptualised and led an AR-driven promotional campaign by designing an interactive Snapchat filter that generated 9,000+ user interactions and measurably increased brand visibility.
- Directed visual and interaction design, ensuring a cohesive experience across physical and digital channels.

Accessibility & CMS Redesign, GFSIS NGO

2025

- Restructured website content architecture and UX for a digital enhancement project, applying WCAG and SEO best practices to improve accessibility and discoverability.

Technical Analyst, University of Limerick

2024 - 2025

- Led redesign of a digital services platform used by 18,000+ users, reducing form complexity from 22 to 6 fields significantly improving accessibility, error recovery rates, and task completion.
- Supported and developed the SITS platform, handling operational, management, and executive requirements for over 20 departments within the university.
- Collaborated with IT teams and external partners to align product roadmap with user needs and institutional objectives.

Associate Analyst, Deloitte Consulting Pvt. Ltd., India

2019 - 2021

- Delivered UX/UI support and requirements gathering in Agile sprints across pension reform and public benefits platforms.
- Designed system improvements that increased pension reform adoption by 20% across 377+ employer accounts.
- Supported COVID-19 relief and benefits platforms serving 16,000+ citizens with \$89M distributed.
- Produced technical documentation and optimised 25+ business rule scenarios impacting 153,000+ users.

- Catering Assistant / Acting Supervisor**, Upshoots, EPIC Museum Dublin 2025
- Identified opportunities to improve menu content, ordering flows, and customer communication through daily interaction with users in a high-volume service environment.
- Student Orientation and Engagement Mentor**, University of Limerick 2023
- Guided over **500 first-year students** in transitioning to university life by providing campus tours, resolving queries, and **offering tailored academic and resource support**.
- Crew Member**, Dominoes, Castletroy Limerick 2023
- Managed, prepared, and handled large-scale party orders of 300-700 pizzas, ensuring timely and accurate delivery while maintaining quality standards.
- Scholar's Pub**, University of Limerick 2023
- Delivered excellent customer service during high-traffic breakfast and lunch shifts, handling up to 200+ students and staff per shift with efficiency and professionalism.
- Creative Marketing Specialist**, Sunflower Gallery, India 2017
- Designed and executed promotional campaigns for 15+ art exhibitions, increasing attendance by 20% through audience-led strategy and digital marketing.
 - Managed CMS-based content and artist showcases, increasing digital engagement by 20%.
-

PROJECTS & INTERNSHIPS

- User-Centred Design Exploration**, DAWN Exhibition 2023
- Conducted 20+ user interviews, facilitated workshops across user groups and mixed-methods research to surface pain points around tangible and digital artwork interactions.
- Business Development Internship**, Aionios Creations, India 2018
- Boosted sales by 15% through targeted marketing campaigns; expanded customer base by 10% via networking and referrals.
-

EDUCATION

- M.A. Interaction & Experience Design** University of Limerick, Ireland | GPA 3.04
UX Research, HCI, Ethnography, Usability Studies, Data Visualisation, Accessibility, Information Architecture, Responsive Design, Behavioural Research
- B.Sc. Mathematics, Statistics & Computer Science** St. Francis College for Women, India | CGPA 8.93
HCI, Front-end Development, System Architecture, Accessibility Standards, Databases, Data Structures
-

SKILLS & EXPERTISE

- Design & Research:** End-to-end product design, UX research (interviews, usability testing, ethnography), wireframing, prototyping, information architecture, interaction design, conversational UX, AR/digital experience
- Accessibility & Standards:** WCAG 2.1+, accessible design systems, inclusive design
- Tools & Technical:** Figma, AI-assisted development, Prompt engineering, Adobe Creative Suite, WordPress, HTML, CSS, Bootstrap, JavaScript, Responsive Design
- Soft Skills:** Systems thinking, empathy, problem-solving, communication, attention to detail
-

EXTRACURRICULAR

- Facilitated a founder strategy discussion on platform growth, content operations, and future sponsorship opportunities, 2025
- Top 12 finalist in EY Ireland NextGen Women 2023 (strategic agenda programme).
- Led social media and sponsorship campaigns for University Literature Clubs.