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🌐 Ritesh Nayak - Portfolio

in Ritesh Nayak - LinkedIn

📍 Bangalore, India

EDUCATION

- 2025 B. Tech. in Computer Science & Engineering**, Vellore Institute of Technology (VIT), Vellore, India; secured 8.57 CGPA
- 2021 XII, CBSE, GEMS – Our Own English High School**, UAE; secured 94.8%
- 2019 X, CBSE, GEMS – Our Own English High School**, UAE; secured 91.8%

CORE COMPETENCIES

- User-Centric Design
- Information Architecture
- Wireframing Techniques
- Brand Identity Development
- Logo & Graphic Design
- User Experience Optimization
- Visual Aesthetics
- Interactive Prototyping
- Design Thinking Methodologies
- Usability Testing
- Mobile App Design

TECHNICAL SKILLS

Tools: Figma, Adobe Illustrator, Framer, Premiere Pro, Lovable, Inkscape

Programming Languages: C, C++, Python, Java, R

RITESH NAYAK

Product Design (UI/UX)

Innovative UI/UX & Product Designer | Blending Design Thinking, UX Research, and Prototyping to Deliver Human-Centered Digital Products | Proven Record of Driving 100%+ Engagement Growth, Hackathon Wins & Startup-Recognized Designs

PROFILE SUMMARY

- Led the **redesign of ReachInbox's Website Visitor tool**, including a feature connecting directly to Lead Finder credits, streamlining lead discovery and driving adoption of the tool.
- Own **end-to-end UI/UX design across 9+ SaaS products at Outbox Labs**, including ReachInbox, Zapmail, Threadjet, and VisitorIQ, driving dashboard redesigns, onboarding revamps, and design systems from concept to launch.
- Built **design systems from scratch for Zapmail, ReachInbox, and VisitorIQ** and shipped high-impact features including ReachInbox's Wallet for Done-For-You (DFY) refunds and its inbox placement flow revamp, directly improving usability for real users.
- Accumulated **extensive experience in UI/UX design**, specializing in developing intuitive, user-focused interfaces across multiple platforms and devices.
- Demonstrated expertise in **UX research, wireframing, prototyping, and information architecture**, consistently delivering engaging and seamless user experiences.
- Recognized for **revamping compliance tools at Zeeks**, achieving a significant surge in website traffic and receiving direct appreciation from stakeholders.
- Proficient in **Figma, Adobe Illustrator, and advanced design tools**, with a strong track record of converting concepts into aesthetically pleasing, functional, and scalable solutions.

WORK EXPERIENCE

Oct'25 - Present: Outbox Labs, India Associate UI/UX Designer

- Led the redesign of ReachInbox's Website Visitor tool, including a feature connecting directly to Lead Finder credits to streamline lead discovery.
- Owned end-to-end UI/UX design across 9+ SaaS products, including ReachInbox, Zapmail, Threadjet, VisitorIQ, Inbound IQ, ColdStats, ReferralStack, ZappedIn, and SaaSMetrics, spanning dashboards, onboarding, and settings experiences.
- Led the Wallet feature for DFY refunds and redesigned the Analytics page metrics, inbox placement flow, and dashboard onboarding on ReachInbox to reduce time-to-value and improve retention.
- Built ReachInbox's, Zapmail's, and VisitorIQ's design systems and full dashboards from scratch, and led complete visual refreshes for ReachInbox and Zapmail, redesigning core flows including Zapbox, Sequencers, and Inbox Placement Tests.
- Designed growth and monetization surfaces, including LTD pages, the Domain Renewal flow, Upgrade Rebate and plan-upgrade popups, marketplace flows, and referral/affiliate experiences, supporting activation and revenue goals across Zapmail, Threadjet, and SaaSMetrics.

CERTIFICATIONS

-  IELTS Academic – Overall Band: 8.0 – 2025
-  10kdesigners Product Design Cohort – 2024
-  AWS Certified Cloud Practitioner – 2024
-  Foundations of User Experience (UX) Design – 2023
-  Introduction to User Experience Design – 2022

AWARDS & ACHIEVEMENTS

-  Entrepreneurship Development Drive – IIT, Madras 2023
-  UI Hackathon 2022
-  Optimized compliance tools, driving 2× traffic growth.
-  Led UI/UX design at StackGuard, boosting LinkedIn visitors and impressions by 42.9%.
-  Partnered with stakeholders to deliver user-centric designs that exceeded expectations.
-  Boosted brand visibility by creating engaging visual content.
-  Implemented accessibility features to meet industry standards.

PERSONAL DETAILS

- **Date of Birth:** 5th January 2003
- **Languages Known:** English, Hindi, Odia, Arabic, French
- **Nationality:** Indian
- **Marital Status:** Single

- Directed design for ReachInbox's 2.0 product launch, including the release video, release post, V2 email and post templates, and Chrome Web Store presence.
- Independently designed and shipped a section of the main Outbox Labs corporate website, now live in production.
- Designed across formats beyond core product UI/UX, including LinkedIn/Skool posts, banners, logo design, and branded merchandise like t-shirts, supporting brand and community presence.
- Identified and resolved UX issues beyond assigned scope, including pop-up, website, and visual-polish fixes across the product portfolio, and pioneered migrating ReachInbox screens into Claude-based workflows to speed up design-to-development handoff.
- Partnered cross-functionally with product, engineering, and marketing teams to ship features end-to-end, from concept through testing and launch support, across a portfolio of concurrent products.

Jul'25 - Sep'25: StackGuard, India Product Design (UI/UX) and Marketing Intern

- Redesigned the company website, incorporating new brand elements and visual aesthetics.
- Developed custom graphics, color schemes, and typography to enhance brand identity.
- Conducted market research and competitor analysis to identify design opportunities.
- Collaborated with the marketing team to develop content strategies and campaigns.
- Developed a series of A/B tests for website elements, leading to data-driven design decisions that improved conversion rates significantly.
- Created a comprehensive social media strategy that increased brand engagement and visibility, resulting in a measurable uptick in user interactions across platforms.

Oct'24 - Jun'25: Zeeks (Compliance Startup), India Product Design (UI/UX)

- Designed the internal compliance tool and public-facing landing page to enhance user experience.
- Conducted user research and usability testing, collaborating with stakeholders to understand business requirements and user needs.
- Created design mockups, wireframes, and prototypes for stakeholder review and feedback.
- Designed and implemented a user feedback loop that drove iterative improvements, resulting in a 100% increase in user satisfaction ratings.
- Contributed to the development of design guidelines and design system components, ensuring consistency and brand alignment across all digital touchpoints.
- Independently conceptualized and developed promotional materials and marketing collateral in close collaboration with the founder, communicating the compliance tool's value and driving user acquisition.

Jun'24 - Jul'24: Kuppismart Solutions (Livestockify), India Product Design (UI/UX) Intern

- Conducted UX research and competitive analysis to identify usability gaps and inform design decisions that improved overall user experience.
- Designed high-fidelity interfaces and interactive prototypes aligned with brand objectives.
- Created user flows and information architecture to optimize user interactions, collaborating closely with developers on implementation.
- Conducted user testing sessions to gather feedback and iterated on design solutions.
- Contributed to design guidelines and best practices, and supported the product team in defining roadmaps and feature prioritization.

Aug'23 - Oct'23: Valsco Technology (Jurident), India Product Design (UI/UX) Intern

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- Spearheaded the UI/UX design team, employing design thinking methodologies to create responsive and inclusive interfaces.
 - Conducted user research and collaborated with cross-functional teams to identify design opportunities and ensure alignment with business objectives.
 - Iteratively prototyped and usability-tested designs to optimize user interactions and accessibility, staying current on emerging design trends.