

About me.

Profile.



Ritik Khare

Strategy | Research | Design

As a design practitioner, I firmly believe that design-led processes have the potential to make a difference; creative, logical, and growth-oriented with a dash of compassion. I look forward to ways of learning and sense making from the smallest of experiences. My academic background has enabled me to observe patterns, understand behavior, and articulate tangible and intangible problems that exist not just on the surface but beyond the surface as well. I am an eager observer and learner, striving to understand invisible patterns and behavior for sense-making.

✉ ritik_k@nid.edu

☎ 8920960706

📁 [Portfolio](#)

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Education

- 2021-current **Masters in Design**
Strategic design management
National Institute of Design
Gandhinagar, Gujarat
- 2021 august **Google UX design certification**
UX design course
- 2016-21 **Bachelor of Architecture**
Faculty of Architecture and Planning, AKTU, Lucknow
- 2015-16 **Class XII**
Amity International School
Noida, Uttar Pradesh

Academic projects

System design: Blockchain: Decentralised technologies

Understanding the complex systems of Web 3 technologies and proposing solutions for navigating and leveraging its emergent properties.

Service design: Designing conversations for intergenerational friendships

Designing a scalable service based on the needs of recent retirees, creating safe space for them to seek and learn from younger generation and understand different perspectives through enriched conversations.

Virtual social behaviour: Dream II

UX research, Behavioural mapping, User personas, Competitor analysis, UX strategies and UI design.

Research project on child adoption

Ethnography research, Qualitative research, User interviews, Designing research tools, Gamification in research, Working with DCPU(Gujarat), Research Insights.

Interests

Cricket Psychology Sociology Gamification
Music Sketching Behavioural economics

Experience

Samsung Design Delhi

August 2023-Present

Design Research, CX strategy

At Samsung Design Delhi, I was working on a project which under NDA focussed on streamlining the user experience, leveraging tech enablers and further developing new concepts. I conducted extensive user research and technical sensing in collaboration with the Samsung Research Institute, to identify key market opportunities.

My role involved crafting innovative UX scenarios and storytelling to ensure clear concept communication to the stakeholders based on thorough market research and competitive audits. Additionally, I assumed full accountability for managing an end-to-end research project, showcasing my adept project management skills and leadership capabilities.

Hyfun Foods Pvt. Ltd

Sept 2022 - Dec 2022

Academic project, Design Audit

At HyFun food, as a part of our academic project design audit, we conducted market research, competitive audits for the frozen food industry. We developed strategies around branding, innovation and retail along with trend analysis and deep dive on understanding their user base.

Happytween & Elevate Wellness

May 2020- June 2021

UX/UI designer (Freelancing)

At Happytween, I was responsible for designing their website layout, creating brand identity and designing their social media posts.

Competence

Design strategy	Research Design	Branding
Behavioural change	UX Design	Data visualisation
Design research	Social innovation	User experience
Social research	Service design	Research tools
Gamification	Systems thinking	

Tools

Figma Adobe XD Photoshop MS Office Procreate
Miro Illustrator InDesign Canva