

# Ritu Bhangale

## Product Designer

📞 8421021672

🔗 <https://portfolio-rits.vercel.app/>

✉️ [ritu.bhangales@gmail.com](mailto:ritu.bhangales@gmail.com)

🌐 [Link](#)

## Work Experience

---

### Product Designer, ETMoney

FEB 2025 - PRESENT

- Led end-to-end redesign of core app navigation and **discovery architecture**, restructuring information hierarchy and cross-surface flows; improved feature discoverability 5.5× and increased App Store **NPS by +83 points**.
- Conceptualised ground-up design of **recurring investment features (STP, SWP, Switch)**, reducing transaction TAT by 72 hours and enabling faster reinvestment cycles
- Delivered 1.32% AUM growth within first 5 days through **Step-Up** and **Top-Up** Launch for Mutual funds.
- Designed and optimised the **experience** for **selecting regular vs. direct** mutual funds, supporting ET Money's entry into the MFD business and achieving ₹100 Cr+ AUM growth
- Built the fixed income product experience from the ground up, enabling users to invest in bonds and FDs seamlessly on ET Money

### UX Design Intern, Upstox

JUN 2024 - DEC 2024

- Redesigned the Fixed Deposits order journey end-to-end, restructuring the multi-step flow, reducing cognitive overload; **increased order conversion by 76%**.
- Revamped the Ready-Made Baskets purchase experience by simplifying portfolio comparison, risk visibility, and checkout flow; improved order placement rate from 27.43% to 34.67%.

### Product Design Intern, JAR

JUN 2023 - DEC 2023

- Led UX design for **Viba (Nek)**, structuring end-to-end user flows and embedding new discovery entry points within the Jar app; drove 16.72% increase in order volume post-integration.

## Education

---

### Bachelors Of Technology, Computer Science

Indian Institute of Information Technology, Nagpur

DEC 2020 - MAY 2024

## Skills

---

[Interaction Design](#) [Experience Design](#) [Product Thinking](#) [AI Prototyping](#) [I/A](#) [User Insights](#) [Problem Solving](#)

[Cross-Functional Collaboration](#) [End-To-End UX](#) [Problem Discovery](#) [Funnel Optimization](#)

## Position of responsibility

---

### Design Lead

Google Developers Student Club, IIIT Nagpur

SEP 2022 - MAY 2023