

Radhika Rathi

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SUMMARY

UI/UX Designer with a strong technical foundation in front-end engineering. Proven ability to bridge design and development, creating accessible, user-centered digital experiences that drive measurable business impact. Skilled in translating user needs into intuitive interfaces while maintaining technical feasibility and design system consistency.

WORK EXPERIENCE

Marks & Spencer	London, UK
Software Engineer	Sep 2025 – Present
<ul style="list-style-type: none">Designed and implemented Beauty Box banner feature through user research and A/B testing, optimising layout and banner placement driving over £0.5M in revenueContributed to design system by creating 10+ reusable Storybook components, establishing design-development workflows and ensuring visual consistency across 10+ product pagesAuthored a detailed post-mortem report on UI issues, identifying root causes of design inconsistencies and recommending action items, reducing design inconsistencies by 90%Improved Core Web Vitals (INP and CLS) scores by 30% through performance focused design optimisations, enhancing user experience on Product Details PageLed accessibility enhancement initiative achieving WCAG compliance through improved ARIA labels, keyboard navigation, and screen reader supportCollaborated with SEO and infrastructure teams to design seamless URL redirect flows, ensuring zero broken user journeys during site migrationsDeveloped automation flowbot to optimise team workflows, reducing manual effort and saving 3+ hours per sprint and improving ways of workingDesigned a PoC evaluating multiple approaches, integrating team feedback and collaborating with cross-functional stakeholders to gather requirements and drive informed decision-making	
Associate Software Engineer	Sep 2023 – Sep 2025
<ul style="list-style-type: none">Designed and implemented animated Sparks cards for Christmas Campaign 2024 through iterative prototyping, driving 40% increase customer engagementRedesigned Wishlist call-to-action placement on checkout page based on user flow analysis, improving conversion by 80%Orchestrated Beauty Advent Calendar feature launch, designing strategic placement on basket page, achieving complete sell-out within one week, driving £0.5M in revenueCreated recommendations carousel featuring curated product selections based on user behaviour patterns, achieving sell-out within 5 days generating £50,000 in revenueEnhanced media delivery experience by redesigning Homepage banner implementation, improving video load times by 40% and reducing content delivery costs by 25%	

SKILLS

Tools: Figma, Adobe Creative Suite (Photoshop, Illustrator), Sketch
Design: Storybook, Design Systems
Technical: HTML, CSS, JavaScript, React.js

EDUCATION

Google UX Design Professional Certificate	Coursera
<ul style="list-style-type: none">Completing 7-course program covering end-to-end UX design process <p>Key Learnings: User research, wireframing, prototyping, usability testing, design thinking, accessibility</p>	
University of Warwick	United Kingdom
MSc International Business	2021 – 2022
Key Modules: Design in Business, Strategy Analysis, Quantitative Methods	

PROFESSIONAL DEVELOPMENT

AI & Accessibility, Workshop	Nov 2025
<ul style="list-style-type: none">Implemented inclusive design changes based on neurodiverse participant feedback to improve website accessibility and used simulation tools	
St. Marylebone Girls School, Career Talk	Mar 2024
<ul style="list-style-type: none">Delivered career presentation to 50+ students on STEM careers, mentoring aspiring technologists	