Rohith S

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Experience

UX Designer   *Kochi, Kerala*
Talrop   *Dec 2023 – Dec 2024*

- Led design for a client project involving a white-label international remittance platform, both web and app. Designed vendor-specific screens and scenarios.
- Crafted a scalable design system to maintain design consistency across all platforms. Developed primitive components and patterns, and collaborated with developers to ensure seamless delivery.
- Led design for a comprehensive CRM system tailored for schools and colleges. Spearheaded design of various modules, including Transport, Campaign, Academics, and HRMS. Crafted and established Information Architecture. Collaborated closely with developers to ensure seamless implementation and integration of design elements and patterns.

UX Designer   *Gurgaon, NCR*
Razorpod   *Feb 2022 – Dec 2022*

- Crafted experience by designing all-things-digital from lead generation till order placement for ampere electric scooters. Increased lead generation for Ampere by landing page and user flow redesign.
- Heavily involved in redesigning website for Brivian consultants, a financial consultant present in 15+ countries and Industries. Conducted user research and designed the Information Architecture.
- Generated numerous iterations and designs on various projects (apps, dashboards, campaign pages) and gathered requirements and insights through collaboration with clients.

Product designer   *Calicut, Kerala*
Prospello Communications   *Jan 2021 – Dec 2021*

- Produced high-fidelity app prototype in principle, performed A/B testing for app onboarding process to determine sales generation potential
- Launched ad campaigns intended to increase user acquisition and closely monitored analytics to create targeted iterations of marketing materials
- Responsible for many user stories, created wireframes and prototypes to meet business requirements and standards, advocated for user-centered solutions
- Launched ad campaigns intended to increase user acquisition and closely monitored analytics to create targeted iterations of marketing materials

Education

APJ Abdul Kalam Technological University   *2016 – 2020*
Bachelor of Technology in Computer Science

Indira Gandhi National Open University   *2023 –*
Bachelor of Arts in Economics

Tools and skills

Tools: Figma, Frame, Principle, Hotjar, Axure, Adobe CC

Skills: Product thinking, Prototyping, Usability testing, Design systems, User research, Wireframing, HTML/CSS