

# Saloni Rohit Raut

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## Education

**California State University, East Bay**  
Master of Arts in Interaction Design & Interactive Art  
**University of Mumbai, Mumbai, India**  
Bachelor of Arts in Film, Television & New Media Production

**Aug 2024 – May 2026**

GPA: 4/4

**August 2018 – July 2021**

CGPA: 8.6/10

## Skills

<b>Tools</b>	Figma • Adobe XD • Sketch • Photoshop • Illustrator • InDesign • Miro • FigJam • P5.js
<b>Design</b>	UX/UI Design • Wireframing • Prototyping • Interaction Design • Information Architecture • Design Systems • Accessibility (WCAG) • Usability Testing • User Flows • Journey Mapping • Responsive Design • Visual Design • Motion Design • UX Research • Affinity Mapping • A/B Testing
<b>Soft Skills</b>	Creative Problem Solving • Storytelling • Communication • Empathy • Collaboration • Product Thinking • Attention to Detail • Time Management • Adaptability • Leadership

## Work Experience

**Lead UX & Communication Designer Assistant, California State University, East Bay** (May 2025 - Present)

- Lead cross-functional UX and communication design projects, mentoring designers and researchers to improve collaboration and delivery efficiency by **25%**.
- Conduct **user research**, interviews, and **usability testing** to identify accessibility gaps and enhance user satisfaction across digital platforms by **40%**.
- Develop and maintain scalable **design systems**, visual frameworks, and content strategies that improved brand consistency and engagement by **35%**.

**Product Designer, Mahalaxmi Ventures**

(Aug 2023–May 2024 | Mumbai, India)

- Redesigned marketing and product interfaces to improve brand consistency and user engagement by **30%**.
- Developed **wireframes and interactive prototypes** in Figma and Adobe XD to communicate user flows.
- Partnered with developers and marketers to align business goals with user-centered design principles.

**UX Designer, Social Pill**

(Apr 2023–Jul 2023 | Mumbai, India)

- Conducted user research and applied insights to design interactive campaign layouts and digital experiences.
- Created **high-fidelity mockups and prototypes** for social media and web assets, increasing engagement by **40%**.
- Performed **A/B testing and iterative refinements** to optimize design effectiveness.

**UX Research & Marketing Associate, Kuteer Realtor**

(Oct 2021–Mar 2023 | Mumbai, India)

- Designed **customer journey maps** and **conducted interviews** to identify usability challenges in marketing funnels.
- Collaborated with developers to create responsive landing pages and digital assets, improving conversion by **20%**.
- Delivered **presentations and prototypes** to senior stakeholders, demonstrating design recommendations and outcomes.

**Digital Experience Design Intern, Critegal**

(Jul 2021–Sep 2021 | Mumbai, India)

- Improved brand visibility through digital experience design and **visual communication** strategies.
- Developed user-centric content plans and social media interactions, raising engagement by **35%**.
- Contributed to UX audits of campaign materials to ensure clarity and consistency across digital touchpoints.

## Leadership

**Autodesk Design & Make Ambassador**

(May 2025–Present)

- Advocate for design innovation and technology integration through Autodesk's global "Design & Make" initiative.
- Host design workshops and mentor peers on creative problem-solving and 3D design tools.
- Shared curated design resources and led peer-learning initiatives, cultivating an active campus design community of **45+ students**.

**Assistant Project Manager – Film Production Design, Deviprasad Goenka Management College**

(Sep 2020–May 2021)

- Led a cross-functional design team to align visual direction and production workflow.
- Managed resource allocation and ensured cohesive visual storytelling across projects.

**Creative Team Volunteer, Deviprasad Goenka Management College**

(Aug 2018–Apr 2019)

- Designed event branding and visual materials, boosting attendance by 25%.
- Coordinated with design teams for stage setups, event visuals, and promotional campaigns.