

# **Abhishek Rawat**

**A UX designer based in Dubai with a specialization in crafting delightful user-centric design solutions.**

**I'm currently employed by Landmark Group working on different solutions for mobile & web platforms across UAE, KSA, Bahrain and India.**

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## Sr. UX Designer

October 2014 - Present

( 3 years, 8 months )

Dubai, UAE

## 1. Landmark Group

One of the largest retail and hospitality organisations in the Middle East, Africa and India. Their focus is to deliver delightful digital experiences for customers across the globe.

- Planning, estimation & delivery of features based on the roadmap and in-house research.
- Attended Smashing Conference & presented Checkout flow optimization at IED, Barcelona.
- Hiring outstanding designers for the team.

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## Sr. UX Designer

Aug 2014 - Oct 2014

( 3 months )

Berlin, Germany

## 2. Hem.com

A high end boutique online furniture store that houses unique items from vanguard designers.

- Sister company of Fab.com. An ultra fast paced agile project delivered within 3 months.
- Apple showcased the website while introducing their nightshift feature on iPad Pro during WWDC.

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## Sr. UX Designer

July 2013 - Sep 2014

( 1 year, 3 months )

NY, USA | Pune, India

## 3. Fab.com

New York based, WEBBY award winning shopping app for accents and decor. My first workplace that had over 10 Million users.

- Learned here how to do a solid user research and validating design with data. We used Optimizely to do our AB tests. They also featured us in their customer stories.
- Worked on optimizing the checkout flow and revamping the navigation among multiple other feature enhancements.

## Creative Head

July 2012 - July 2013

( 1 year, 1 month )

New Delhi, India

## 4. Buy n Brag

A gamified online social shopping platform where users make purchases influenced by friends. It is a curated marketplace for furniture and home decor.

- Designing and maintaining the web interface.
- Mentoring the graphic design team to create stunning graphics.

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## Creative Head

Nov 2011 - June 2012

( 8 months )

New Delhi, India

## 5. Westwing Home & Living

An initiative of Rocket Internet (Munich) in India. Ecommerce platform catering to the home and decor segment.

- Supporting the website with UI designs and graphic content.
- Leading the visual design team to create various marketing collaterals.

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## Graphic & UI Designer

Jan 2010 - Nov 2011

( 1 year, 11 months )

New Delhi, India

## 6. ZinkStudio

A startup creative design agency where I worked on web as well as print designs.

- My first full-time job after internship where I got exposed to HTML & CSS. Understood how web works and my basics cleared.
- I did a lot of print work here as well that set my foundation for typography and layout understanding in the right place.

## Tools I love

Apart from regular design tools, I love pen & paper prototyping a lot as it gives me a super quick way to understand or convey my idea.

- Sketch
- Framer
- Invision
- Photoshop
- Zeplin
- Jira
- Basecamp
- Google Analytics
- Google Optimize (AB testing)

These days I am learning Vue.js and js. It helps me talk the same language our devs do. It also improves my logical thinking and trains me to follow a structured way to approach a problem.

## Education

I went to a design school based in Pune, India where the foundation of my formal design education was set.

- Symbiosis International University  
Bachelor of Design  
2006 - 2010