

# Enakshi Roy

UX Design

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Bangalore / Bordeaux / Remote

## Experience

Head of Product Design  
**Marrow & DailyRounds**  
Dec 2019 – Present

Marrow was designed independently in 2015 from the ground up, with the aim of making better doctors. Today, it is India's leading online learning platform for medical students. Starting out with creating the product's design language and UI, end-to-end flows including onboarding, solving MCQs, watching videos, giving tests and making seamless payments, I am currently heading the design team and ensuring the product's design focus goes hand-in-hand with the changing market, business goals, engineering restrictions and our users' needs.

UX design consultant  
**Independent**  
Nov 2015 – Nov 2019

Consulted and designed end-to-end UI & UX for app and web-based products for various startups globally, primarily in the education & medical fields. Conceptualised products using the startups' existing tech. Conducted user research, wireframing, rapid prototyping and AB testing. Created the design systems and mockups ensuring a smooth handover to their devs, all while collecting user feedback to make faster iterations and build better. Clients included Clinivid, DocOn, Liv.ai (now with Flipkart), DailyRounds & Marrow, Greytip, Amazon Alexa, Google Maps and Capillary Tech. This venture ended when Covid hit in early 2020.

UI&UX designer  
**Compile Inc.**  
Dec 2014 – Sep 2016

Designed and iterated on the product dashboard for the data analytics company focused on healthcare and pharma. Along with intensive data visualisation, also designed marketing collateral, presentations and whitepapers. Worked with product managers to validate design hypotheses by conducting interviews and usability sessions.

Graphic Designer  
**Wieden+Kennedy**  
Jan 2013 – Nov 2014

Under a team of marketing experts and art directors, created various ad campaigns for clients such as Audi India, Royal Enfield, Indigo Airlines and Old Spice. Conceptualised ad and communication creatives, created vector illustrations, packaging for airline food, magazine layouts, brand collateral and merchandise. Created the Audi India website adhering to brand guidelines, and took over direction of the brand's social media pages.

## Education

May 2007 – Dec 2012

Bachelor's of Arts (Graphic Design)  
**National Institute of Design, Ahmedabad**

## Skills

**Design** UX & UI design • Web, apps & Graphic design • Information architecture • Wireframes & user flows • Copywriting • Product analysis • Interaction design • Usability testing • Rapid iterative prototyping • Illustration

**Tools** Figma • Sketch • Framer • Adobe Photoshop, Illustrator, InDesign, XD • Miro • Notion • Balsamiq • Procreate

## Profile

[Behance](#) | [LinkedIn](#) | [Website](#)