## Subhankar Rout

### **Product Designer**



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Behance





Medium

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Instagram







Skills

Design

User Experience (UX) User Interface (UI) **Prototyping Interaction Design** Wireframing Mockups Design **Design System** 

**Research & Strategy** 

**Primary & Secondary** Research

Qualitative & **Quantitative Analysis** 

**User Interviews** 

**User Testing** 

A/B Testing

**Heuristic Evaluation** 

Information **Architecture** 



Figma Adobe Xd Sketch Miro Adobe Creative Cloud (Photoshop, Illustrator, Premiere Pro, After Effect) Maze Qualtrics Jira Camtasia

# Summary

Passionate User Experience Designer with 4+ years of experience crafting scalable, user-centric solutions in B2B SaaS, CRM, EdTech, Gamification, RPA, and AI industries. Proficient in Human Computer Interaction (HCI) principles, translating complex requirements into user centric designs, and building design systems. Skilled in Agile and Scrum methodologies, using Jira to manage workflows and deliver projects efficiently. Adept at leveraging research insights and design thinking to drive innovation and seamless user experiences. Recognized as a top 1% learner in ADPList mentorship programs.

### Experience



**Product Designer** 

**Droisys** Present

- Designing and enhancing the **Account360.ai** CRM platform for the U.S. alcohol beverage industry, improving usability and user experience.
- Contributing to the **design system**, ensuring consistency and scalability across the platform.
- Conducting **user research** and usability testing to inform data-driven design improvements.
- Collaborating with business analysts, directors, and developers to align design solutions with business objectives.
- Focusing on interaction design, accessibility, and responsive UI to create an intuitive and seamless user experience.
- Jan 2024 Feb 2025 O Delhi, India Redesigned the UI and interaction design for a leading educational Sr. UI/UX Designer gaming platform, achieving a 20% increase in engagement and a 15% reduction in drop-offs. Deligence
  - Created a comprehensive design system for the platform, ensuring consistency across all touchpoints and improving design efficiency.
  - Conducted user research, including persona development, usability testing, and A/B testing, to inform data-driven design decisions.
  - Collaborated with product managers, developers, and marketing teams, ensuring alignment with business goals and user needs. Visual Interaction Designer
- Oct 2020 Jan 2024 Gurugram, India

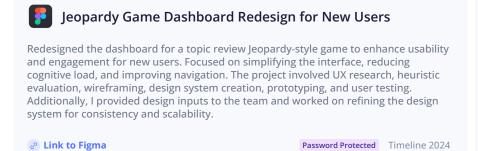


Visual Interaction Designer **RPATech** 

- As a Visual Interaction Designer, I developed engaging visual content for top-rated online courses, resulting in a 40% increase in course enrollment on platforms like Coursera and Udemy.
- Crafted user interfaces and experiences for our Robotic Process Automation (RPA) projects.
- Enhanced learning experiences through collaborative stakeholder engagement and effective design solutions.

### Where Ideas Come Alive

View all projects



**Team Allocation Dashboard** 

Designed a dashboard for seamless team distribution insights, covering total employees, roles, departments, and trends. It ensures easy data access with a clean UI and uses Figma's variable features for light/dark mode.

Link to Behance

Timeline 2023

Timeline 2024

SpeedRider - UX Research

Conducted UX research to identify usability challenges and improve user experience. Applied design thinking methodologies and business repertory gathering to analyze problems, extract insights, and refine user flows. Proposed UX solutions based on research findings.

Link to Behance

Timeline 2024

Fitness Application (Android)

A fitness application designed to transform health and well-being through a personalized approach. It adapts to users' fitness levels and goals, providing an interactive and engaging experience. Developed as a demo project

Link to Behance

Be Tour Guide - Mobile App

A location-based app that helps users discover local tourist spots and connect with travel guides. It offers a seamless and efficient way to access transportation details, ensuring a smooth travel experience.

Link to Behance

Timeline 2023

## **Education**



2023 - 2025

Kalinga Institute of Industrial Technologies (KIIT University)

Master of Business Administration (Executive MBA)



Gandi Institute of Engineering and Technologies (GIET University)

Bachelor's Degree in Electrical & Electronics Engineering 2017 - 2021

#### **Achievements**

View all achievements

- UI Design Excellence Recognition Deligence Technologies | March 2024
- Top 1% Learner in Mentorship Programs ADPList | Dec 2024
- Creativity and Innovation Recognition by AVP RPATech | 2021
- Recognition for Fast Learner and Implementor Deligence Technologies | Sep 2024
- Annual Excellence Award by CEO LRPATech | Nov 2022
- Best Filmmaker Award Annual Day SNTEXPO GIET University | 2018