

Subhankar Rout

Product Designer



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Skills

Design

User Experience (UX)

User Interface (UI)

Interaction Design

Prototyping

Wireframing

Mockups Design

Design System

Research & Strategy

Primary & Secondary Research

Qualitative & Quantitative Analysis

User Interviews

User Testing

A/B Testing

Heuristic Evaluation

Information Architecture

Software & Tools

Figma

Adobe Xd

Sketch

Miro

Adobe Creative Cloud (Photoshop, Illustrator, Premiere Pro, After Effect)

Maze

Qualtrics

Camtasia

Jira

Summary

Passionate User Experience Designer with 4+ years of experience crafting scalable, user-centric solutions in B2B & B2C 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

Feb 2025 - Present

Noida, India

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

Delhi, India

Sr. UI/UX Designer

Deligence

Redesigned the UI and interaction design for a **leading educational gaming platform**, achieving a **20% increase** in engagement and a **15% reduction** in drop-offs.

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

Redesigned Dashboard: Increased Game Creations

Redesigned the dashboard for a topic review Jeopardy-style game to enhance usability and engagement for new users. Improved navigation, refined the interface, and reduced cognitive load, driving a **37% increase in new game creation** and a **15% reduction in user drop-off**. The project involved UX research, heuristic evaluation, wireframing, prototyping, and user testing. Additionally, I provided design inputs to the team and worked on refining the design system for consistency and scalability.

Link to Figma

Password Protected

Timeline 2024

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 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

Timeline 2023

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

KIIT

Kalinga Institute of Industrial Technologies (KIIT University)

Master of Business Administration (Executive MBA)
2023 - 2025

Gandhi 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

Recognition for Fast Learner and Implementor

Deligence Technologies | Sep 2024

Top 1% Learner in Mentorship Programs

ADPList | Dec 2024

Annual Excellence Award by CEO

RPATech | Nov 2022

Creativity and Innovation Recognition by AVP

RPATech | 2021

Best Filmmaker Award - Annual Day SNTExPO

GIET University | 2018