

# SUBHANKAR ROUT

User Experience Designer | Product Designer



## Summary

As a User Experience Designer, I merge creativity with technical expertise to craft engaging designs, leading numerous projects that boost user satisfaction by an average of 30%. My collaborative efforts with 100+ professionals yield innovative designs that resonate deeply with users, reflecting a commitment to excellence in user experience.

## Details

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## Portfolio

subhankarrou.t.in/portfolio/

## Skills

### Design

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

### Research

- Primary Research
- Secondary Research
- Competitor Analysis
- User Interviews
- User Testing
- Heuristic Evaluation
- Information Architecture
- Design System

## Experience

### Deligence Technologies Inc.

Jan 2024 - Present

#### Senior User Experience Designer

- Spearheaded the redesign of a leading educational gaming platform, transforming its user interface and interaction design to drive a **20% increase in engagement and a 15% reduction in user drop-offs**.
- Conducted comprehensive user research, including persona creation, usability testing, and A/B testing, to inform data-driven design decisions.
- Designed intuitive wireframes, high-fidelity prototypes, and design system to elevate the product experience.
- Partnered with cross-functional teams - including product managers, developers, and marketing - to ensure seamless integration of user feedback into iterative design improvements, **leading to a 30% boost in user satisfaction scores**.

### RPATech

Oct 2020 - Jan 2024

#### Visual Interaction Designer

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

## Technologies

- Figma, Adobe XD, Sketch
- Miro
- Adobe Photoshop
- Adobe Illustrator
- Adobe Premiere Pro
- Adobe After Effects
- Techsmith Camtasia
- Procreate
- Qualtrics
- Jira
- HTML, CSS, JS (Basic)

## Methodologies

- Agile (Frame-work)
- Scrum
- Kanban
- Design Thinking

## Other Skills

- Collaboration and Communication
- Problem Solving
- Team Management
- Project Management
- Stakeholder Management

## Language

- **English** (L - S - R - W)
- **Hindi** (L - S - R - W)

## Education

**GIET University**

Bachelor of Technology (2017 - 2021)

## Certifications

- Atlassian Agile Project Management Professional Certificate
- Completed Google UX Design Professional Certification .
- Completed the training program on User Experience Designer Certification Course.
- Brand Management: Aligning Business, Brand and Behavior from London Business School.
- The Fundamental of Digital Marketing by Google.
- How to ChatGPT: Master the Art of Prompt Engineering.

## Achievements

- Awarded for excellence in UI Design and efficiency optimization at Deligence Technologies Inc.
- Excellence Awardee at RPATech for Dedication and Service.
- Honored by the AVP at RPATech for exceptional creativity and innovative design contributions.
- Awarded as Best Film Maker at GIET University, Gunupur.
- Runners-up on IEEE GIETU Innovation Challenge.

## Extra-curricular Activities

- Authored a published English novel, showcasing creativity and storytelling skills.
- Recognized by the Commissioner of Municipality, Rourkela, for contributions to literature and culture.
- Created and managed the "S4 Cinesphere" YouTube channel, producing music albums and short films during college.
- Featured in news outlets for both for novel and music albums.