

Subhankar Rout

UI/UX Designer | Product Designer

Product Designer with 4.5+ years of experience crafting user-centric, scalable design solutions across B2B, B2C, SaaS platforms in CRM, EdTech, Gamification, RPA, and AI. I specialize in simplifying complex workflows into intuitive interfaces, driving a 20% boost in engagement and 15% drop in bounce rates. Skilled in interaction design, design systems, prototyping, and user research. Certified by Microsoft, Google, and LBS. Recognized with Excellence Awards and as a top 1% ADPLIST mentee. Passionate about ethical, inclusive design and storytelling through UX.

[My Website](#) [Behance](#) [LinkedIn](#) [Play Career Overview](#)

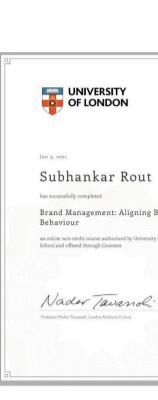

Empathise



Define



Ideate



Prototype



Test



Problem Solving

Education

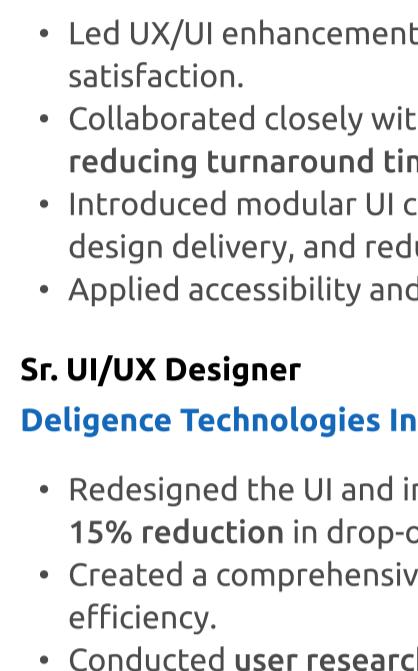
Bachelor of Technology

GIET University, Gunupur (2017 - 2021)

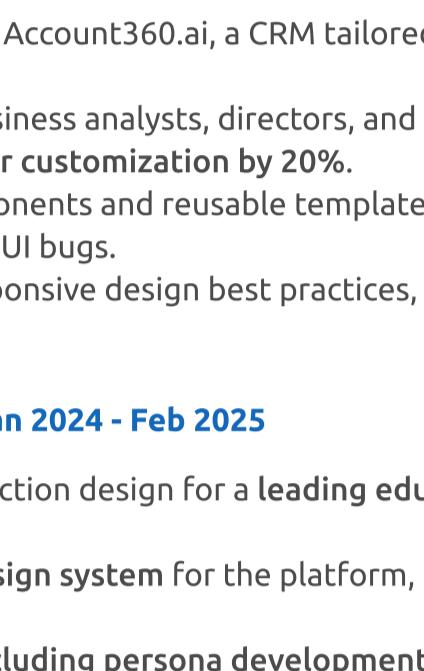
Master of Business Administration

KIIT University, Bhubanswar (2023 - 2025)

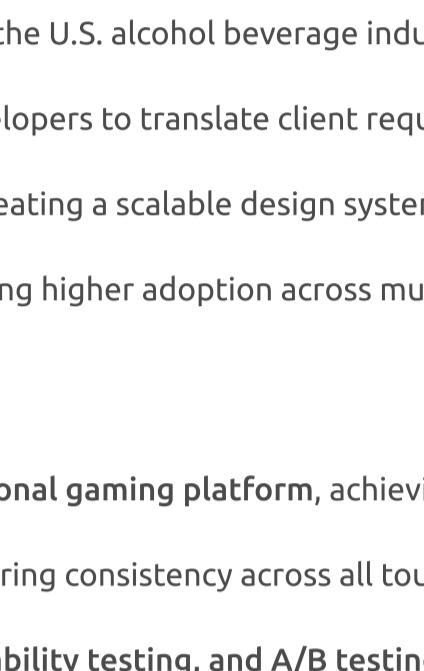
Certifications



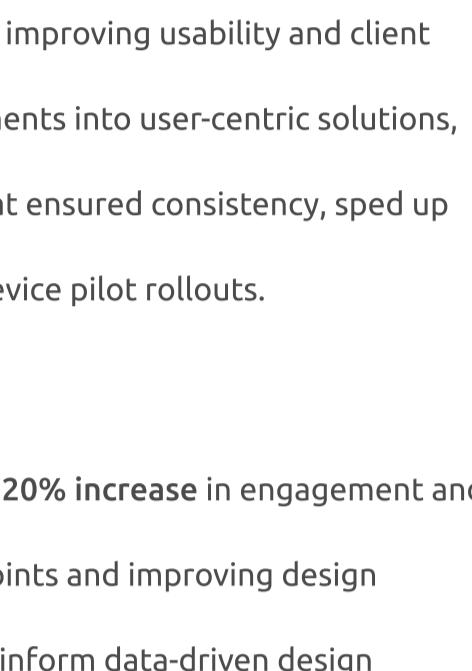
Microsoft UX Design Professional Certification



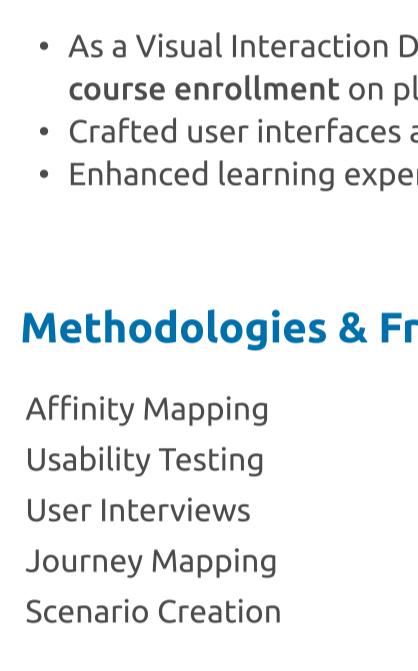
Google UX Design Professional Certification



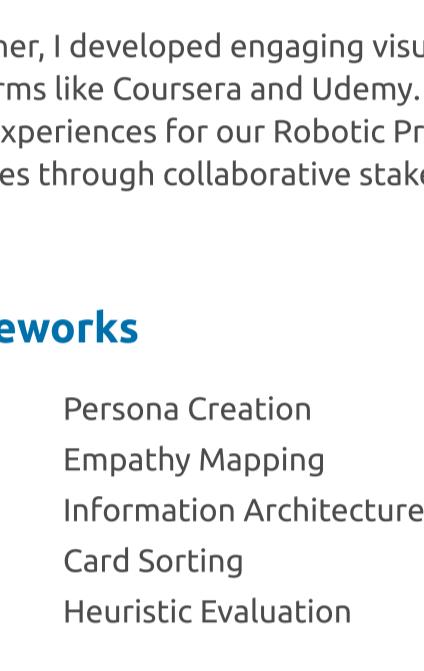
Brand Management Course, University of London



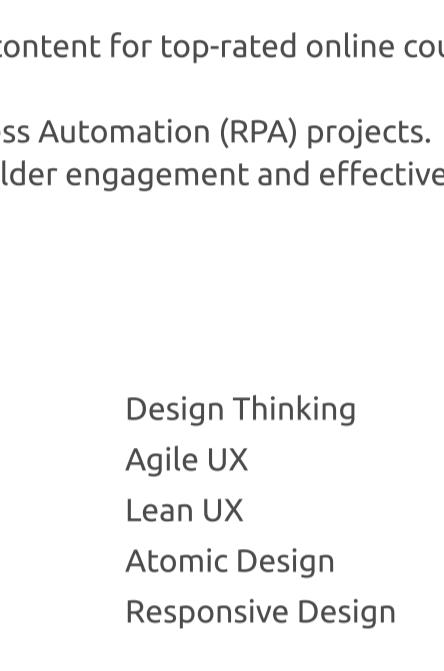
Atlassian Agile Project Management Prof. Certificate



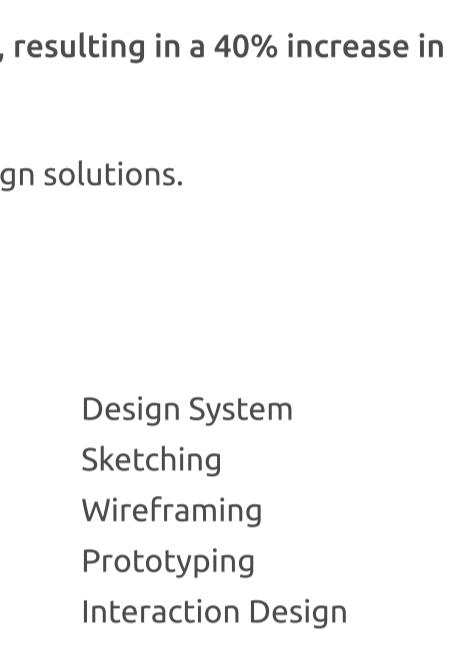
Become a User Experience Designer - LinkedIn Learning



Adobe XD Essential Training, LinkedIn Learning



Course Completion Adobe Photoshop CC 2020



Autodesk Authorized Training on AutoCAD

Experience

Sr. Product Designer (Application Consultant B2)

Capgemini | July 2025 - Present

- Recently Joined

Sr. User Interaction Designer

Droisy's Inc | Feb 2025 - June 2025

- Led UX/UI enhancements for Account360.ai, a CRM tailored to the U.S. alcohol beverage industry, improving usability and client satisfaction.
- Collaborated closely with business analysts, directors, and developers to translate client requirements into user-centric solutions, reducing turnaround time for customization by 20%.
- Introduced modular UI components and reusable templates, creating a scalable design system that ensured consistency, sped up design delivery, and reduced UI bugs.
- Applied accessibility and responsive design best practices, driving higher adoption across multi-device pilot rollouts.

Sr. UI/UX Designer

Deligence Technologies Inc | Jan 2024 - Feb 2025

- 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

RPATech | May 2021 - Jan 2024

- 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.

Methodologies & Frameworks

Affinity Mapping

Usability Testing

User Interviews

Journey Mapping

Scenario Creation

Persona Creation

Empathy Mapping

Information Architecture

Card Sorting

Heuristic Evaluation

Design Thinking

Agile UX

Lean UX

Atomic Design

Responsive Design

Design System

Sketching

Wireframing

Prototyping

Interaction Design

Design Tools



Figma



Photoshop



Adobe XD



After Effect



Premier Pro



Camtasia



Illustrator



Procreate

Award and Recognition

UI Design Excellence Recognition

Deligence Technology Inc. | March 2024

Annual Excellence Award

RPATech | Nov 2022

Best Film-maker Award, SNTEXPO

GIET University | 2018

Recognition for Fast Learner and Implementation

Deligence Technologies | Sep 2024

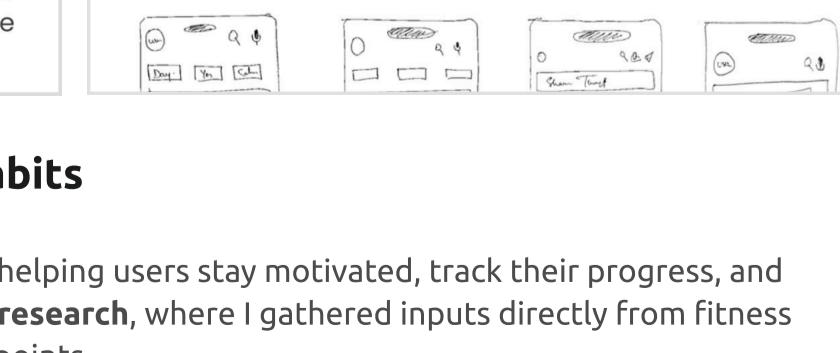
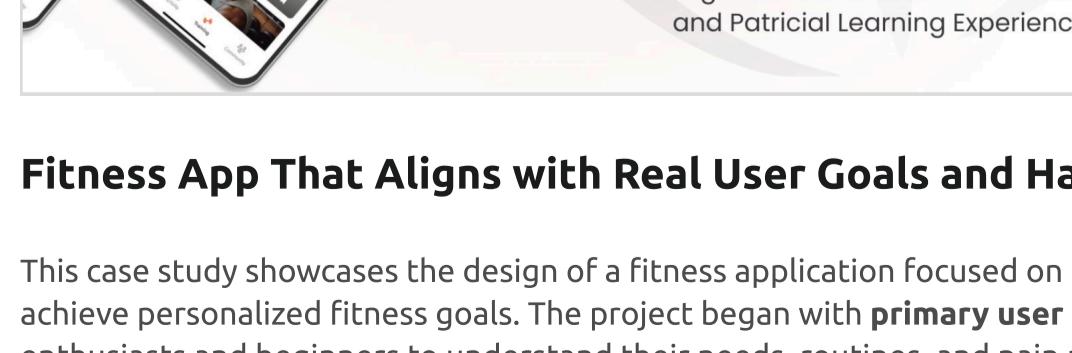
Creativity and Innovation Recognition by AVP

RPATech | 2021

Top 1% Learner in Mentorship Programs

ADPLIST | Dec 2024, Mar 2025

Project & Case Studies



How I Helped a Learning Platform Turn New Users Into Active Game Creators

The platform was facing a high user drop-off rate, especially among new users who struggled to create games due to a confusing onboarding experience and unclear UI flows. Through heuristic evaluation and user interviews, I identified critical friction points in the user journey that prevented users from progressing beyond sign-up.

I redesigned the entire onboarding and game creation flow using a user-centered approach, simplifying navigation and making creation tools more accessible. Post-redesign, the platform saw a 15% reduction in user drop-off, a 37% increase in new game creation, and a user satisfaction score of 4.1 out of 5 - successfully turning first-time users into active content creators.

[View Case Study](#)

Design Exercise

CRONICARE

Managing Chronic Health

By: Subhankar Rout

