# Subhankar Rout

### **Product Designer**



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Behance





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subhankarrout.in



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Skills

Design

User Experience (UX) **Interaction Design** 

**Prototyping** 

Wireframing

User Interface (UI)

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 over 4 years of experience designing scalable, user-centric solutions for digital products in B2B SaaS, CRM, EdTech, Gamification, RPA, and AI industries. Skilled in creating design systems, collaborating with cross-functional teams, and translating complex requirements into intuitive designs. Adept at leveraging research insights and design thinking to drive innovation and deliver 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
- 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

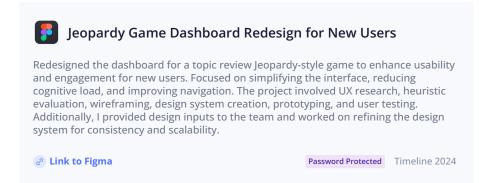


Visual Interaction Designer **RPATech** 

- 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



**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



Timeline 2024

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

Fitness Application (Android)

Link to Behance

Timeline 2023

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**

Link to Behance



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