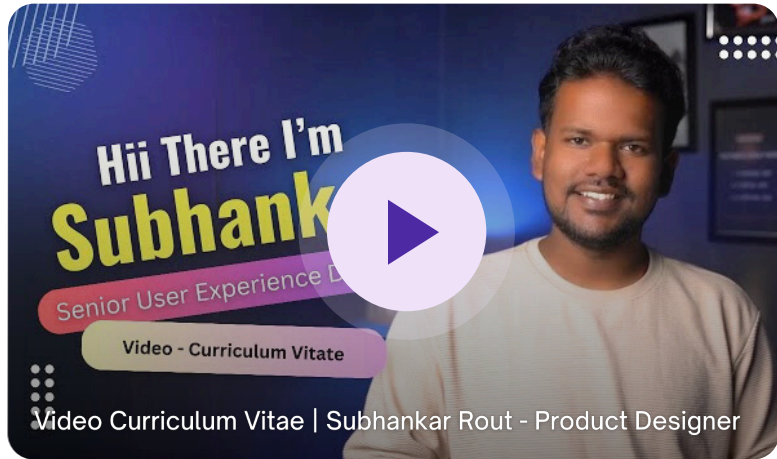


# Subhankar Rout

## 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



Kalinga Institute of Industrial Technologies (KIIT University)

Master of Business Administration (Executive MBA)  
2023 - 2025



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, Sep 2024
- Annual Excellence Award by CEO**  
RPATech | Nov 2022
- Creativity and Innovation Recognition by AVP**  
RPATech | 2021
- Best Filmmaker Award - Annual Day SNTXPO**  
GIET University | 2018