Rohit Kumar

UX UI Designer

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Skills

- **Core UX Skills**

  User Experience Design, User-Centered Design, Interaction Design, Visual Design

- **Process & Methods**

  Wireframing, Prototyping, Usability Testing, A/B Testing, Design Systems, Accessibility

- **Tools & Platforms**

  Figma, FigJam, Miro, Sketch

- **Leadership**

  Team mentoring, Stakeholder management

Education

- **CT Institute of Technology**

  B.Tech (I.T) | 2013

- **CT Polytechnic**

  Diploma in C.S.E | 2010

Experience

Sr. UX UI Designer | Victoria's Secret

Dec 2023 - Aug 2025 | Bangalore

- Led redesign of Cashwrap POS for 5,000+ store associates, reducing checkout time by 50% and improving queue flow during peak hours.
- Established cross-functional design process with stakeholders, translating business requirements into user-centered solutions.
- Mentored 2 junior designers through weekly critiques and documentation standards, improving team velocity and design consistency across touchpoints.

Sr. UX UI Designer | Accenture

May 2021 - Nov 2023 | Bangalore

- Led product design strategy across Life Sciences and news reporting domains, delivering user-centered solutions that increased task completion rates by 28%
- Owned complete design lifecycle from discovery through development handoff.
- Managed and mentored team of 2 junior designers through daily design reviews, structured feedback sessions, and weekly design critiques

UX UI Designer | Virohan

May 2020 - May 2021 | Gurugram

- Transformed user experience for an education platform, reducing daily support complaints by 90% and improving student engagement through user-centered design improvements.
- Built scalable design system infrastructure that standardized UI patterns and accelerated product development cycles across multiple cross-functional teams.

Web Designer | On Demand Agility

Dec 2018 - May 2020 | Gurugram

- Created responsive, user-centered web experiences for enterprise clients such as DLF, Pramerica, and Horizon Hobby, ensuring optimal performance across desktop and mobile platforms
- Troubleshot intricate front-end development challenges, optimizing HTML/CSS.

Web & UI Designer | Intellisense Technology

Aug 2016 - Nov 2018 | Jalandhar

- Designed and delivered comprehensive web and mobile solutions for hospitality and logistics sectors, overseeing complete project lifecycle from wireframing to production release
- Enhanced design workflow efficiency and client engagement processes, resulting in faster project turnaround and improved stakeholder satisfaction

Web Designer | Evergreen Publications

Dec 2014 - Aug 2016 | Jalandhar

- Created responsive web experiences and social media banners that increase in audience engagement and improved brand visibility
- Established brand design guidelines and style standards adopted company-wide, maintaining consistency across web and print marketing materials