Rohit Pal

SR. UX DESIGNER & PRODUCT DESIGNER

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Dear Hiring Manager,

For eight years, I've designed user-friendly experiences, understanding what users need before they ask and working well with teams to make everything work together.

My experience spans both individual and team-driven projects. I'm particularly proud of redesigning the Economic Times Business Verticals, where I leveraged user empathy to automate key processes. This not only significantly reduced manhours but also drove tangible increases in user retention and revenue. I see your team's dedication to exceptional customer experiences as the perfect stage to apply this blend of user-centricity and efficiency."

I'm eager to discuss how I can bring my unique approach to your team.

Work Experience

The Economic Times Business Verticals

Senior Manager - Usability   ·   May 2022 - Present   ·   Full-time

I am delivering user-friendly products by collaborating closely with business, product, and technology teams, ensuring designs meet both user needs and strategic business goals.

Unthinkable

Product Designer   ·   Sep 2020 - May 2022   ·   Full-time

Led a 5-designer team to launch 'Uncomplicate,' a task management tool that streamlined workflows. I also significantly improved the usability of our in-house ERP, 'Manaze,' by simplifying user flows.

Ginesys & EaseMyGST

UX/UI Designer   ·   Jul 2017 - Sep 2020   ·   Full-time

Built a user-friendly GST filing portal from scratch, streamlining complex tax processes. Redesigned the Ginesys POS website.

Dextra

UX/UI Designer   ·   Jan 2017 - May 2017   ·   Full-time

For my graduation project, I redesigned Dextra at Vis-à-Vis, modernizing its concept and improving usability.

Education & Certification

National Institute of Fashion Technology (NIFT)

Communication Design
Graduated in 2017   ·   Kangra

Interaction Design Foundation

User Research - Methods and Best Practices
Certified in 2022

Skills

User research · Wireframing
Empathy · Prototyping
Information Architecture · ·
Visual Design · Collaboration ·
Interaction Design · Agile ·
Human Centered Design
Usability Testing ·
Continues Learning
Application development ·
Leadership · Communication ·
Time Management · Mentoring

Tools

Figma   Sketch

Adobe Photoshop