



Rohit Likhala

UI & Graphic Designer
Jaipur, India

Profile

Graphic & UI Designer with 5+ years of experience designing web and mobile products for SaaS, AI tools, and digital platforms. Skilled in Product Design, UX Design, and UI Design, creating clean, intuitive interfaces backed by User Research, usability principles, and strong Visual Design Fundamentals. Experienced in end-to-end design from user flows and wireframes to high-fidelity UI and Design Systems, with hands-on expertise in Figma. Comfortable working with dev teams through collaboration with engineers, ensuring smooth implementation, accessibility-focused design, and pixel-perfect delivery. Brings strong startup experience, an interest in psychology to inform user behavior and decision-making, and practical exposure to lightweight coding for better design-development alignment.

Skills

UI

Visual Design, Layout Systems, Design Systems, Responsive UI, Typography, Iconography, Micro-interactions, Accessibility Design, UI Design

UX

User Research, Personas, Information Architecture, Wireframing, Prototyping, Usability Testing, Heuristic Evaluation, Interaction Design, UX Design, Product Design

Tools

Figma, Framer, FigJam, Uizard, Colormind, ChatGPT, Visily, Photoshop, Illustrator, After Effects, Midjourney, ElevenLabs, Affagato.ai

Frontend Basics

HTML, CSS, JavaScript, Lightweight Coding

Experience

UI/UX & Graphic Designer

Attrock Consultancy Pvt. Ltd. Designer Lead / APR 2023 – July 2025

- Delivered complete UI redesigns for SaaS tools (GDF, Percos), improving usability scores, accessibility compliance, and reducing interface friction.
- Developed scalable UI components and design systems in Figma, collaborating closely with engineers for accurate handoff and implementation.
- Conducted user research, competitor evaluations, and A/B tests, applying UX design principles and behavioral insights driven by an interest in psychology.
- Integrated AI tools and workflows while supporting startup-style fast iterations and cross-functional collaboration.

UI & Graphic Designer

Sunita Shekhawat (MAR 2022 – MAR 2023)

Graphic Designer

EduDite Consultancy Pvt. Ltd. (DEC 2020 – MAR 2022)

Projects

Ai SDR Dashboard

Designed a clean and actionable dashboard using product design and UX design principles, prioritizing clarity, accessibility, and data hierarchy.

GDF – SaaS Platform UI Revamp

Delivered a complete UI overhaul using a scalable design system, improving usability and consistency across the product.

Wealtha.io – Financial Dashboard

A redesigned multi-page financial wellness dashboard with modern UI, improved navigation, and clear visual hierarchy for better decision-making.

Attrock – AI Tools

UI design for grammar checker, content detectors, and other AI utility tools.

Tatva – Dashboard

Designed a sales dashboard for a steel supplier with a clear, data-focused UI to improve tracking, visibility, and daily workflow efficiency. Designed a clean, conversion-driven landing page for a wellness brand.

Education

Computer Science Engineering, 2016 – 2020

PGI, Jaipur

High School, 2015 – 2016

Kendriya Vidyalaya, Churu

Contact

Open to UI design & product design roles, early-stage startup environments, and cross-functional collaboration with engineering teams.

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