

ROHIT LIKHALA

UI/UX & PRODUCT DESIGNER

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PROFESSIONAL SUMMARY

I am a UI UX and Product Designer with experience designing SaaS platforms, AI driven tools, and web based digital products. Skilled in UX research, wireframing, high fidelity prototyping, and building scalable design systems to improve usability and product performance.

Experienced in collaborating with product managers, developers, and cross functional teams to deliver user centered solutions. Proficient in Figma, Framer, and modern AI assisted design workflows to accelerate product design and iteration.

SKILLS

Product Design, UI Design, UX Design, UX Research, Design Process, Interaction Design, High-fidelity Prototyping, Design Systems, Usability Testing, Information Architecture, Responsive Design, User Flows, Cross Functional Collaboration, Design Thinking

EDUCATION

B.Tech in Computer Science Engineering

Poornima Group of Institutions, Jaipur (2016-20)

High School

Kendriya Vidyalaya, Churu (2015-16)

TOOLS

Figma, FigJam, Framer, Zeplin, Illustrator, Photoshop, After Effects, ChatGPT, Cluade.ai, Firefly, Midjourney, Affogato.ai

CERTIFICATIONS

- User Research and Design
- Building High Quality User Experience Using Material UI
- UX Design Foundations (Oct 2022)
- Introduction to Typography (Dec 2020)
- Fundamentals of Graphic Design (Dec 2020)
- Digital Marketing Fundamentals (Dec 2020)

INTERESTS & HOBBY

- Motorcycle Riding & Touring
- Exploring AI Design Tools
- Product Design Trends & Technology
- Visual Storytelling & Content Creation

WORK EXPERIENCE

UI/UX Designer

Attrack Consultancy Pvt. Ltd. Jaipur (Apr 2023 – Jul 2025)

- Lead UI UX design for SaaS and AI driven product interfaces, focusing on usability, scalability, and modern design patterns.
- Designed multi screen fintech dashboards improving financial data visualization and user navigation.
- Built scalable design systems and reusable components in Figma to maintain consistency across products.
- Collaborated with product managers and developers to translate business requirements into user centered design solutions.
- Optimized user flows and interface layouts to improve overall user experience and task completion efficiency.
- Led and mentored a design team of 2 junior designers, ensuring design quality, consistency, and timely delivery across projects.

UI & Graphic Designer

Sunita Shekhawat Jaipur, Jaipur (Mar 2022 - Mar 2023)

- Designed responsive web interfaces and digital assets aligned with brand and business goals.
- Designed multi screen fintech dashboard improving data visibility and reducing user navigation time by 30 percent.

Graphic Designer & Video Editor

Eduдите Consultancy Pvt. Ltd. Noida (Dec 2020 - Mar 2022)

- Designed social media creatives, ad banners, and digital marketing assets aligned with brand guidelines.
- Created visual layouts for promotional materials and educational content to improve engagement.
- Collaborated with the marketing team for campaign visuals, content planning, and brand consistency.

PROJECT HIGHLIGHTS

AI-SDR - AI Sales Automation Platform

- Designed a sales engagement interface that helps SDR teams automate outreach, track leads, and manage pipelines efficiently.
- Created conversation-focused workflows and modular UI components to streamline follow ups and improve sales productivity.

GocDoc Filing - Platform Redesign

- Developed unified design system and standardized UI components across modules. Enhanced usability and visual consistency across the platform.

Wealtha AI - Financial Analytics Dashboard

- Designed AI powered financial dashboard improving investment data visualization and helping users track portfolio performance more efficiently.
- Focused on improving information hierarchy, user flows, and dashboard usability.