



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 creating clean, intuitive interfaces backed by research, usability principles, and strong visual hierarchy. Experienced in end-to-end design from user flows and wireframes to high-fidelity UI and design systems. Comfortable working with dev teams to ensure smooth implementation and pixel-perfect delivery.

Skills

UI

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

UX

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

Tools

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

Frontend Basics

HTML, CSS, JavaScript

Experience

UI & Graphic Designer

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

- Delivered complete UI redesigns for SaaS tools (GDF, Percos) improving **usability scores and reducing interface friction**.
- Designed and optimized AI tool landing pages resulting in **higher conversion and better content clarity**.
- Created social media visuals and motion assets that contributed to **significant follower growth and engagement**.
- Developed **scalable UI components** and collaborated with developers for accurate handoff.
- Integrated AI tools like Uizard, Colormind, ChatGPT, Visily, Affagato, Midjourney, ElevenLabs to **speed up workflows by 30–40%**.
- Conducted user research, competitor evaluations, and A/B tests that shaped design decisions.

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 for AI-driven sales insights with focus on clarity and data prioritization.

GDF – SaaS Platform UI Revamp

Delivered complete UI overhaul with improved component structure and usability.

Wealtha.io – Financial Dashboard

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

Attrack – 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.

Clothii – Ecommerce

Created responsive ecommerce homepage and product listing experience.

Education

Computer Science Engineering, 2016 – 2020

PGI, Jaipur

High School, 2015 – 2016

Kendriya Vidyalaya, Churu

Contact

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