**Rohit** Arun Rao

UX / UI / CX | +91 9160 777 117 | 18+ Years | [uxd@imrohit.com](mailto:uxd@imrohit.com) | [Profile](http://www.rohitxd.com/)

What I have learnt all these years is the fact, ‘Users are my clients’. If they fail to use the design or understand what I have created, my UX thought process has failed! For that I constantly skill, train and hone my understanding, research, and usability, to delight the users!

**Work Experience**

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| ThoughtWorks Pvt Ltd | Here I Handle a team of 5 and am a local office lead reporting to the core design team. I handle part project staffing for my team, interview, hiring and am the mentor for all 5 helping them grow in TW. I’m expected to consult and sell our design services to the clients. |
| **XD Lead Consultant** |
| May ’19 – Present |

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| ProKarma Pvt Ltd | Here I was hired as a lead for having to setup design a team in India. Besides having to streamline and evangelize everyone on the important and impact of design in an organization. I was responsible to work within a team who spread out design & consolation support to other tribes within ProKarma. |
| **India UX Lead** |
| Mar ’18 – May ‘19 |

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| TCS | Microsoft | I started as an Assistant Consultant and later got promoted to an Associate Consultant. My pay master was a TCS, but my terms were with Microsoft. I worked on all Microsoft engagements following their Design language and Guidelines for their internal FTEs. |
| **UX Lead** |
| Feb ’14 – Mar ‘18 |

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| CSSI | This was my first and last product-based company I worked for. CSSI had their products on Distributional management and insurance products for which i had to support besides the Company website. They had all this under VUE Software that was their core business coming from that I consulted the most. |
| **UX Lead** |
| Dec ’12 – Jan ‘14 |

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| GameShastra | GameShastra is an Indian company. I was responsible for supporting Game marketing content and worked on DON 2 Movie game website. Here is when I started my work on Responsive design, iOS and Android design systems. I was largely supporting all the internal events and marketing materials for all the games produced. |
| **Sr. UX Designer** |
| Jun ’10 – Dec ‘12 |

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| Palletones | Palletones was my design firm I had put up. I had a vision of starting my own firm. I worked on for 4 clients that were from India, UK and Canada. I had to shut down realizing there was much to what I still had to learn. |
| **Design Head** |
| Sept ’09 – Jun ‘10 |

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| Catalytic Software | Catalytic Software was where i shaped as a Web Designer. Worked with Clients like MTV, Verizon, SBH & Won competitions on TopCoder. I was also a developer and a designer here. I was also a part of a career building program for freshers on HTML & CSS Training. I was responsible for all the design & development work. |
| **Sr. Web Designer** |
| Apr ’06 – Aug ‘09 |

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| Ybrant Technologies | Ybrant Technologies was where ii got introduced to Web Design. My first job on Digital Design Space. I was challenged to learn Code as these were the early days of Digital Design with limited possibilities oh HTML 4 & CSS 2. I was responsible for designing Flash / GIIF banners & Landing pages. |
| **Web Designer** |
| Jun ’05 – Apr ‘06 |

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| Creative Network | CN was my first job after college. This was a print agency with just 10 people. Here I learnt the rules of engagement in an office space, also met my mentor. I was responsible for working on Company Reports, Brochures, Palmplets, Logos etc. |
| **Graphic Designer** |
| Apr ’04 – Apr ‘05 |

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| S.S.C & B Lintas | This was my 3 month internship from College where I had to gain some work experience to make a Project Work for the final year. I met some amazing who-is-who industry people there. It was one big learning experience of how a print agency house works. |
| **Intern** |
| Oct ’03 – Dec ‘03 |

**Online Presence**

1. [LinkedIn](http://www.linkedin.com/in/rohituxd)
2. [Instagram – Art Species](https://www.instagram.com/artspecies/)
3. [Instagram – A Waste Fellow](https://www.instagram.com/awastefellow/)
4. [The Noun Project](https://thenounproject.com/rohitarunrao/)

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| **Tools** | **Skills** |
| Sketch | User Experience |
| Adobe XD | User Interface |
| Figma | User Research |
| Adobe Photoshop | Journey Maps |
| Adobe Illustrator | Empathy Maps |
| Adobe Premier Rush | Wireframing |
| Zeplin | Client Engagement |
| InVision App | Design Evangelization |

**Education**

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| --- | --- | --- | --- |
| **#** | **Education** | **Field** | **Percentage** |
| 1 | Art & Science of Web | Design | NA |
| 2 | Bachelor Of Fine Arts | Applied Arts | 85% |
| 3 | S.S.C | -- | 45% |

**Hobbies**

1. Water color painting
2. Acrylic Pouring
3. Mandala Art
4. D.I.Y Recycling
5. Hobby Photography
6. Singing

**Languages**

1. Kannada (Mother tongue) *|Speak*
2. English *| Read, Write, Speak*
3. Hindi *| Read, Write, Speak*
4. Telugu *| Speak*
5. Tamil *| Speak*
6. Marathi *| Speak*

I hear by declare that all the above motioned details and information is true to my knowledge.

Thank you,

Rohit Arun Rao