

ROHITHA REMALA

UX Designer and Developer

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New Jersey | New York

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[LINKEDIN](#)

[PORTFOLIO WEBSITE](#)

EDUCATION

School of Visual Arts

MFA Human Computer Interaction, Products of Design

2022 - 2024

Osmania University

Bachelors of Engineering, Information Technology

2016 - 2020

EXPERIENCE

UX Designer

Mintutive Design Studio

May 2024 - Present

- Currently, designing a flexible and scalable design system for 2 enterprise products, to ensure visual consistency and usability across the mobile and web products.
- Created over 80 detailed wireframes, 25 prototypes, and wrote design token code to guide the engineering team in development.
- Communicating with internal and external stakeholders to enhance features and tackle feedback and bugs that are brought up during governance process.

UI/UX Designer

Freelance

Feb 2022 - Jul 2022

- Optimized user experience and created smoother-flowing pages by designing new design system of components, layouts, templates, and documentations in Adobe XD.
- Designed and prototyped 3 versions for web application interfaces and 2 versions for mobile interfaces, providing options and visual progress for a incubator product.
- Coordinated with developers throughout the entire product lifecycle, ensuring alignment between design vision and technical specifications.

Customer Experience Designer

HighRadius

Nov 2021 - Jul 2022

- Leveraged NPS-driven user research and quality analytics data to design the business dashboard for monitoring and tracking the overall quality of support services, resulting in an increased quality of service by 15%.
- Facilitated 10+ focus groups with cross-functional teams to create cohesive designs, align on product features, negotiate technical requirements for the design of the new support ticket tool.
- Led a three-day intensive workshop to ensure company-wide adoption and successful migration.
- Managed multiple design projects simultaneously, ensuring timely delivery within adoption constraints.

Associate techno-functional consultant

HighRadius

Mar 2021 - Nov 2021

- Designed and implemented a new hire training program across the support department, reducing subject matter expert efforts in product training by 40% through automation.
- Trained over 50 new hires within a span of three months.
- Designer 35+ infographics, 15 playbooks, 12 Standard Operating Procedure Documents, and video tutorials to enable over 3000 users with product training.

UX Designer

Silayi Hyderabad

Nov 2022 - Jan 2021

- Designed the brand's e-commerce website, focusing on an intuitive user experience and visually appealing interface.
- Created style guides and design systems for consistency across platforms, and developed wireframes and prototypes to clearly convey design concepts to stakeholders and team members.
- Produced and Managed content for the brands social media marketing, including engaging posts, product photography, and promotional videos.
- Streamlined navigation for e-commerce websites, resulting in increased customer satisfaction and sales conversions.

UI/UX Designer and Developer

HighRadius

Aug 2019 - Mar 2020

- Designed captivating marketing collateral showcasing products/services, leveraging graphic design expertise.
- Streamlined customer onboarding experience through heuristic analysis and created wireframes and tokens to guide the development team in building high-quality applications.
- Collaborated with cross-functional teams to create a cohesive, user-centric product vision.

SKILLS & DESIGN TOOLS

- Design System
- User Centric Design
- User Research
- User Testing
- Prototyping
- Product Management
- Cross-Functional Collaboration
- Figma
- Framer
- Adobe Suit
- Blender
- Microsoft Suit
- Google Suit
- HTML/CSS
- Javascript
- SQL
- React Js
- VS Code
- Github

CERTIFICATIONS

[Google UX Certification](#) **Google**

[Graphic Design Specialization](#) **California Institute of Arts(CalARTS)**

[Digital Product Management](#) **University of Virginia, Darden**