



## Rohit Kumar

Product Designer, UI/UX

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### Profile Overview

Rohit is a **Sr. UI UX Designer** at Ebix Technologies, where he excels in redefining digital experiences through his deep expertise in user experience research, including both **qualitative and quantitative methods** and his strong adherence to the UCD process. His work spans various sectors such as **Telecom & Media Tech, Finance, Healthcare, Insurance, Consumer Products, Travel & Hospitality and e-Commerce**, always with a focus on user-centric design.

Proficient in the entire UX cycle, Rohit manages every phase from understanding user needs to testing solutions. He is skilled in **creating and maintaining robust design systems** with and crafting effective, meaningful **user interfaces with Figma** and other designing tools.

**Collaboration and innovation** drive Rohit's approach, as he leverages tools like **Figma, Sketch and Adobe Creative Cloud** alongside his capabilities in responsive design and prototyping to set new standards in **digital product design**.

### Core Skills and Competencies

- **UI/UX design expertise** across research, wireframing, and high-fidelity prototyping.
- Skilled in **product strategy** and defining **user research including** **Desk, Qualitative and Quantitative research**.
- Strong in **atomic design** and building **scalable design systems**.
- Experienced in solving **complex business problems** through **user-centered design**.
- Proficient in delivering all **design artifacts**: IA, task flows, wireframes, specs, prototypes.
- Lead **stakeholder workshops, user studies and design research synthesis**.
- Confident in **presenting design to cross-functional teams** and leadership.
- Solid grasp of **graphic design** for both **print and digital media**.
- Mentor teams and advocate for **UI/UX best practices** and **iterative design**.
- Familiar with **Agile methodologies** and sprint-based workflows.
- Understanding of **HTML/CSS, responsive design** and **front-end principles**.
- Maintain strong **brand identity** across multiple touchpoints.
- Stay updated with **AI trends** and apply tools for **design innovation**.
- Strong **time management** and ability to **prioritize effectively**.

### Tools

- **Figma**  
(Collaborating Design, Prototyping, Managing Design Library, Variable Components, Auto Layout, Version Control system & Plugin Integration)
- **FigJam**  
(White Boarding, Sticky Notes, Template Creation, IA, Flowchart).
- **Sketch**  
(Art board Managements, Prototyping, Components, Plugin)
- **In-vision**  
(Prototyping, Collaboration, Feedback & Design Handoff)
- **Adobe Creative Cloud**  
(Photoshop, XD, Illustrator, Dreamweaver, Premier Pro, Fonts, Acrobat & Firefly – Gen AI)
- **Office 365**  
(Word, Excel, PPT, Outlook, Teams, SharePoint & Stream – for Video)
- **Zeplin**  
(Design Hand Off, Design Review, Responsive Design)
- **File Zilla**  
(FTP, Upload and Live Files on server )

## Employment



**Ebix Technologies Limited**

**Sr. Manager UI/UX & Products**

March 21, 2025 – Present

Current Role: **Led a hybrid design team of seven** while also operating as an **individual contributor**, delivering end-to-end design solutions and ensuring design excellence across all projects.

### Responsibilities

- Spearheading UI/UX strategy and execution across multiple high-impact projects, including the rebranding of the Ebix Corporate Website, EbixCash, ADAM (Ask A Doctor platform) and Ebix Insurance D2C mobile app.
- Acting as an individual contributor for key projects, handling hands-on design, Research, user journey mapping, wire framing, prototyping and final UI execution aligned with business goals and user needs.
- Leading a cross-functional team of UI/UX Designers, Graphic Designers and Web Developers, ensuring collaboration, clarity in task execution and delivery of high-quality outputs.
- Applying and facilitating the Design Thinking process, promoting user empathy, ideation, rapid prototyping, and iterative testing to drive meaningful, user-focused solutions.
- Ensuring accessibility compliance (WCAG standards) across all platforms to enhance inclusivity and usability.
- Driving design operations improvement, standardizing processes such as design hand-offs, feedback loops, and component documentation for streamlined collaboration.
- Developing and enforcing branding guidelines to maintain visual consistency and reinforce brand identity across all digital touchpoints.
- Collaborating with product owners, developers, QA teams, and marketing to ensure a seamless bridge from concept to production.
- Conducting design audits and usability reviews, identifying areas for improvement and integrating feedback from real users to refine interfaces.
- Mentoring junior designers and guiding the creative team, promoting skill growth, design maturity, and awareness of UX principles.

## Past Experiences



**ICICI Bank | Chief Manager, UI/UX, Mumbai**

January 22, 2025 - March 20, 2025

Focus: **Management, UX/UI Solutions for ICICI Bank Internet and Intranet Applications**

- Led UI/UX design for intranet and internet projects, catering to both ICICI employees and customers.
- Managed a team of Experience Designers, ensuring alignment with best practices, usability standards, and business goals.
- Designed and enhanced digital platforms built on ServiceNow, .NET, and Java, focusing on seamless functionality and user-friendly experiences.
- Collaborated with cross-functional teams to optimize design solutions.
- Implemented Design Thinking principles, emphasizing user empathy, iterative problem-solving, and prototyping to create scalable and intuitive solutions.
- Ensured accessibility, consistency, and streamlined workflows across internal platforms for employees and external platforms for customers.
- Maintained adherence to brand guidelines while innovating and optimizing user journeys for enhanced engagement.
- Connected with the Marketing team to align design best practices across ICICI Bank creative, ensuring a unified brand presence.
- Conducted user research and usability testing, gathering insights to refine and improve digital experiences.

- Stayed updated on industry trends and AI-driven design innovations, integrating new approaches to improve workflows and user interactions.
- Collaborated with developers to bridge the gap between design and implementation, ensuring high-quality execution of UI/UX solutions.
- Prioritized tasks and managed timelines efficiently, ensuring project milestones and deadlines were met.

## Tech Mahindra

Tech Mahindra | Lead UX Designer

June 29, 2022 - January 10, 2025

Focus: **Individual Contributor B2B & B2C projects for SSP, Saudi eSports, and MTN Design System**

- Designed Single Service Platform (SSP) screens for better user engagement and workflow optimization.
- Built and maintained scalable design systems, ensuring brand consistency across projects.
- Led UI/UX initiatives for MTN (Nigeria) and Saudi eSports, enhancing user experience across multiple platforms.
- Conducted stakeholder meetings and workshops to align business goals with user needs.
- Implemented Design Thinking and Agile methodologies for rapid prototyping and iterative improvements.
- Conducted user research, usability testing, and benchmarking to inform design decisions.
- Collaborated with cross-functional teams, including developers, product managers, and marketing to enhance project delivery.
- Managed time-zone challenges while working with onshore and offshore teams.
- Provided design documentation, UI guidelines, and support to ensure smooth handovers to development teams.
- Organized UX engagement activities, brainstorming sessions, and knowledge-sharing initiatives to improve design processes.

## publicis sapient

Publicis Sapient | Art Director L1

Oct 10, 2019 – June 10, 2022

Focus: **UX/UI Solutions for Verizon, Unilever, Capital Group, and FCA (Fiat Chrysler Automobiles)**

- Designed enterprise-level digital experiences for major global brands across finance, telecom, and consumer goods.
- Led end-to-end product design, from concept to high-fidelity prototypes, ensuring intuitive interfaces.
- Developed responsive web and mobile designs, integrating user feedback and analytics-driven insights.
- Managed cross-functional collaboration with product managers, developers, and stakeholders for project success.
- Designed visual storytelling and branding strategies, ensuring consistency across digital platforms.
- Created and maintained design systems, ensuring scalable and cohesive UI components.
- Supported corporate social responsibility (CSR) initiatives, including the Silent Auction 2021.
- Ensured accessibility compliance, following WCAG guidelines for inclusive design.
- Delivered workshops and training sessions to upskill team members on UI/UX best practices.

## Ebix

Ebix Software India Pvt. Ltd.

Assistant Manager, UI/UX

Nov 1, 2012 – Oct 09, 2019

Focus: **B2B and B2C projects**

- Designed user-centric interfaces for financial, insurance, and telecom platforms.
- Developed UI/UX solutions for money exchange and remittance platforms post-acquisition of B2C companies.
- Built and maintained design systems for multi-platform applications, ensuring consistency and scalability.
- Led branding and UI design for acquired companies, creating new identity and stationery designs.
- Collaborated with developers to bridge UI/UX with front-end frameworks, ensuring seamless implementation.
- Designed mobile-first experiences, adapting to evolving industry standards and user behaviors.
- Conducted heuristic evaluations, and competitive analysis to inform design decisions.
- Worked on multi-brand projects, maintaining UI consistency while customizing for specific market needs.
- Provided design documentation, UI kits, and style guides for developers and business teams.

- Managed design reviews and iterations, incorporating feedback for continuous product enhancements.

Education	Certifications
<ul style="list-style-type: none"> <li>• PG Diploma (doeacc o level) – Computers   Oxford Softwares, New Delhi, India</li> <li>• B.A. in Arts and Humanities, Delhi University, 2011</li> <li>• 12th Grade, C.B.S.E. Board, 2008</li> <li>• 10th Grade, C.B.S.E. Board, 2006</li> </ul>	<ul style="list-style-type: none"> <li>• AI Workflows within Figma Design – July 2025</li> <li>• Design Thinking in the Age of AI - June 2025</li> <li>• Google UX Design Professional – Nov 2023</li> <li>• Generative AI for Designers – Nov 2023</li> <li>• Design System With Sketch – 2022</li> <li>• Stay Competitive Using Design Thinking – 2022</li> <li>• Universal Principles of Design – 2020</li> <li>• Principles for Great UI Design – 2020</li> <li>• SVG &amp; CSS Animations – 2020</li> <li>• Information Architecture Fundamentals – 2020</li> </ul>

#### Personal Details

Father's Name	:	Lt. Sh. Ram Gopal
Date of Birth	:	10 April 1991
Status	:	Married
Nationality	:	Indian
Work Permit	:	Yes, India
Carrier Break	:	No
Address	:	H-173, Street no 02, Shahid Nagar, Ghaziabad, UP 201006
Languages	:	English & Hindi
Preferred work location	:	Noida (NCR), Gurugram

#### Declaration

I hereby declare that the information provided is true to the best of my knowledge. I am committed to contributing to the success of your esteemed organization with diligence and hard work.

Date: .....

Place: .....

Thanking you,  
Yours Faithfully  
Rohit Kumar