

Authorized to work in the US (no sponsorship required)

Surabhi Rohankar

Senior Product / UX Designer

Cleveland, Ohio | surabhi.rohankar@gmail.com

Portfolio: surabhirohankar.com | [LinkedIn](#)

SUMMARY

Senior Product Designer with 6+ years leading end-to-end UX/UI design across enterprise SaaS, EdTech, and communications platforms serving regulated and high-volume environments. Proven strength in user research, journey mapping, and scalable design systems, translating complex workflows into intuitive, accessible experiences. Trusted cross-functional collaborator with product and engineering teams, known for balancing fast-paced iteration with high craft standards to ship measurable, outcome-driven design.

EXPERIENCE

Freelance UX/UI Designer | *Client Served : Aina Films*

Jan 2024 – Present

- Designed and launched a responsive website for Aina Films, covering end-to-end UX, information architecture, and visual design, delivered within a 6-week timeline from discovery to handoff.
- Managed project independently across 3 phases (discovery, design, handoff), applying AI-assisted and text-to-prototype tools to accelerate concept validation by ~30%.
- Conducted client discovery sessions to uncover business goals and user needs, translating requirements into structured design briefs that kept solutions aligned with the client's vision from day one.

Senior Product Designer | *Encora (Client: Alchemy Systems Zosi)*

Jul 2021 – Dec 2023

- Led end-to-end product design for an enterprise EdTech and compliance platform used by 10,000+ learners, delivering consistent, reliable experiences across desktop and mobile.
- Redesigned 3 core admin workflows, reducing task steps from 8-10 to 4-6 and validating changes through usability testing and behavioral analytics, improving admin task completion and efficiency.
- Built and scaled a component-based design system with 50+ reusable components, icon libraries, and brand standards, improving design consistency and reducing duplication across 3 product areas.
- Led a platform-wide rebranding initiative, establishing unified visual standards that strengthened brand consistency across all digital touchpoints.
- Designed and shipped a configurable survey builder from 0 to 1, enabling structured feedback collection across learning workflows.
- Designed conversational flows and interaction models for an internal HR chatbot, giving employees a structured, dialogue-driven way to resolve queries and complete HR tasks.
- Mentored junior UX designers in interaction design and design system usage while collaborating with Product and Engineering in Agile ceremonies (sprint planning, story mapping, design reviews), keeping design specs aligned with development and growing team capability.

UX Designer | *Avaya*

Sep 2017 – Jul 2021

- Designed enterprise contact center applications across 4-6 products, supporting high-volume communication and admin workflows for global enterprise clients.

- Owned end-to-end UX requirements gathering across products, from discovery through wireframes and prototype handoff, turning complex business requirements into structured, buildable interaction models.
- Partnered with user researchers across multiple rounds of usability testing to refine interaction patterns based on validated user findings.
- Contributed to the NEO design system, building reusable components and interaction patterns that scaled design consistency across multiple enterprise product teams.
- Collaborated with Product Managers, Business Analysts, Architects, and Engineering to deliver scalable UX solutions aligned with platform and technical constraints.

EDUCATION

PG Diploma in User Experience Design

MIT Institute of Design, India

Bachelor's in Computer Engineering

Pune University, India

CERTIFICATIONS

Responsible Generative AI (Microsoft) • UX Usability Testing (LinkedIn Learning) • Foundations of Project Management (Google)

SKILLS

Research: User Research, Usability Testing, Journey Mapping, Service Blueprints, Experience Audits, Heuristic Evaluation, Behavioral Insights, Persona Development, Contextual Inquiry

Design: UX Design, UI Design, Visual Design, Interaction Design, Information Architecture, User Flows, Wireframing, High-Fidelity Prototyping, Mobile-First & Responsive Design, Concept Ideation

Systems: Design Systems, Component Libraries, Scalable Patterns, Workflow Optimization, Systems Thinking, Cross-Platform Design

Collaboration: Stakeholder Management, Cross-Functional Partnership, Agile/Scrum, Lean UX, Sprint Ceremonies, Design Reviews, Mentorship

Accessibility: WCAG Standards, Inclusive Design

Leadership: Ownership & Accountability,, Confidence, Adaptability, Mentorship, Inspiring Cross-Functional Teams, Clear Communication

TOOLS

Figma • Adobe Creative Suite • Axure • Sketch • InVision • Jira • Zeplin • AI-Assisted Prototyping Tools