

# Surabhi Rohankar

Senior Product / Interaction Designer

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## EXPERIENCE

### Career Break — Relocation & Family Leave

Jan 2024 – Present

- Relocated to the United States and took a planned career break for family responsibilities, while awaiting Employment Authorization.
- Continued professional development in product design, with UX courses, and exploring AI-assisted design tools and workflows
- Completed freelance design projects and worked on personal portfolio.

### Encora — Senior Product Designer

Jul 2021 – Dec 2023

- Led interaction design for complex, high-traffic consumer workflows, transforming multi-step journeys into intuitive, scalable user experiences.
- Identified opportunity areas through behavioral insights and stakeholder discovery, influencing early product direction and 0→1 feature concepts.
- Designed and evolved a scalable design system across portals, improving cross-platform consistency and reducing design-to-development cycle time.
- Created high-fidelity interactive prototypes to validate interaction models, edge cases, and system behaviors prior to development.
- Partnered closely with Product and Engineering to align UX strategy with long-term platform scalability and business goals.

### Avaya — UX Designer

Sep 2017 – Jul 2021

- Designed end-to-end interaction flows for enterprise contact center applications, simplifying complex, data-dense workflows used by thousands of daily users.
- Contributed to the modernization of a multi-product design system, defining reusable components and interaction patterns for long-term consistency.
- Used storytelling and visual narratives to communicate design rationale, trade-offs, and future-state concepts to stakeholders and leadership.

### YUJ Designs — UX Design Intern

Jan 2017 – Jun 2017

- Led end-to-end design for web and mobile application projects, covering research synthesis, task flows, wireframes, and high-fidelity prototypes.
- Partnered with cross-functional teams to translate research insights into intuitive user interfaces and client-ready deliverables.

## EDUCATION

### PG Diploma — User Experience Design

2015 – 2017

MIT Institute of Design, India

### Bachelor's Degree — Computer Engineering

2010 – 2014

Pune University, India

## DESIGN LEADERSHIP

- Mentored junior designers through design reviews and informal coaching, improving interaction quality across projects.
- Acted as design point-of-contact for complex initiatives, fostering cross-functional alignment.
- Led design workshops and hackathons to align teams around user problems and accelerate ideation.

## CORE EXPERTISE

Interaction Design

End-to-End Product Design

Design Systems

UX Strategy

Data-Dense Workflows

Scalable Patterns

## TOOLS

Figma

Axure

Adobe CC

Jira

Zeplin

## TECHNICAL FOUNDATION

- Computer Engineering background enabling strong Engineering collaboration on feasibility.
- Experience partnering through build, iteration, and release cycles.

## CERTIFICATIONS

- Responsible Generative AI — Microsoft
- UX Deep Dive: Usability Testing — LinkedIn Learning
- Foundations of Project Management — Google