

Surabhi Rohankar | UX Designer

I began my journey as an engineer but found my true calling in design. With over six years of UX experience, I aim to blend logic and creativity to craft thoughtful, human-centered products that make technology feel simple.

Experience

Encora | Senior Product Designer

July 2021 – December 2023

- Craft high-quality, customer-centric interfaces for a multifaceted U.S.-based e-commerce platform, simplifying complex user journeys to empower consumers in managing their digital assets.
- Implement and maintain a scalable design system for web and mobile app design, improving visual design consistency and accelerating development cycles for 0 to 1 product features.
- Collaborate with cross-functional teams to influence product strategy and bridge the gap between initial concepts and market-ready D2C solutions in the learning and fintech sectors.
- Advocate for a design-led vision through workshops and innovation hackathons, streamlining the translation of complex financial and behavioral data into simple, intuitive user flows.

Avaya | UX Designer

Sept 2017 - July 2021

- Crafted intuitive user journeys for enterprise Contact Center applications, successfully translating complex data sets into elegant, simple consumer-facing interfaces.
- Collaborated with developers and product managers to implement a modernized design system, ensuring high-quality visual design across a multifaceted product suite.
- Helped create a modernized design system that enhanced product consistency and accelerated design-to-development handoff.

YUJ Designs | UX Intern

Jan 2017 - June 2017

- Led an end-to-end design for a multiple website and mobile application projects—covering research, task flows, wireframes, and high-fidelity prototypes.
- Partnered with cross-functional teams to translate research insights into intuitive interfaces.
- Supported research activities and contributed to presentation decks for client deliverables.

Cognizant | Programmer Analyst Trainee

Aug 2015 - Nov 2015

- Completed foundational training in programming and software development before transitioning into design.

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Education

PG Diploma - User Experience Design

2015 - 2017

MIT Institute of Design, India

Bachelors in Computer Engineering

2010 – 2014

Pune University, India

Certificates

Responsible Generative AI

Microsoft, Sept 2023

UX Deep Dive: Usability Testing

Linkedin Learning, May 2023

Foundations of Project Management

Google Coursera, Apr 2023

Introduction to UX Writing

Udemy, June 2022

Mobile User Experience Design

Interaction Design Foundation, Dec 2021

Dynamic User Experience: Design & Usability

Interaction Design Foundation, Oct 2021

Skills & Languages

Product Design

Product shaping, Mobile App design, Web design, Enterprise product design, Visual design

Research & Strategy

Journey mapping, Wireframing, User flow, UX research, Affinity diagram, Competitive analysis

Tools

Adobe Creative cloud, Figma, SKetch, Invision, Jira, Zeplin, Axure