

Surabhi Rohankar

Senior Product / UX Designer

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Authorized to work in the US (no sponsorship required)

SUMMARY

Senior Product Designer with 6+ years of experience designing enterprise SaaS and B2B platforms across desktop and mobile. Specializes in complex interaction design, AI-assisted workflows, and component-based design systems. Has worked in Agile scrum teams across regulated and enterprise platforms, leading end-to-end design from discovery and concept ideation through post-release validation.

SKILLS

Product Design: UX Design, UI Design, Visual Design, Interaction Design, Information Architecture, Customer Journeys, User Flows, Flow Diagrams, Wireframing, Mockups, Prototyping, Mockups, Responsive Web Design, Mobile Design, Concept Ideation

Systems: Design Systems, Component Libraries, Responsive Design, Scalable Patterns, Workflow Optimization

Research: User Research, Usability Testing, Journey Mapping, Behavioral Insights, Persona.

Collaboration: Stakeholder Management, Cross-functional Teams, Agile, Scrum, Lean UX

Accessibility: WCAG, Accessible Design

Tools: Figma, Axure, Adobe Creative Suite, Jira

EXPERIENCE

Freelance UX/UI Designer | Independent Practice *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%

Senior UX/UI 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 across desktop and mobile, covering admin portals and learner-facing systems.
- Redesigned 3 core admin workflows, reducing task steps from ~8-10 to ~4-6 steps, validated through usability testing and behavioral analytics review.
- Built and scaled a component-based design system with 50+ reusable components, icon libraries, and brand standards, used across 3 product areas, reducing design duplication across teams.
- Led a platform-wide rebranding, establishing brand standards and a unified visual system that improved consistency across all digital touchpoints.
- Designed and shipped a configurable survey builder from 0 to 1, enabling structured feedback collection across learning workflows
- Mentored a junior UX designer, guiding interaction design, design system usage, and review feedback

- Worked on an internal conversational AI experience project, an HR bot. I designed conversational flows and interaction models to handle employee queries and HR tasks through a structured, dialogue-driven experience.
- Created high-fidelity prototypes covering system states and edge cases, improving clarity during development handoff
- Collaborated with Product and Engineering in Agile ceremonies, including sprint planning, story mapping, and design reviews, contributing design specifications and assets across multiple release cycles.

UX Designer | Avaya *Sep 2017 – Jul 2021*

- Designed enterprise contact center applications across 4-6 products, supporting high-volume communication workflows and admin systems used by global enterprise clients
- Owned end-to-end UX requirements gathering across products, from discovery and flow definition through wireframes and prototype handoff, translating complex business requirements into structured interaction models
- Partnered with user researchers to iterate on designs through multiple rounds of usability testing, refining interaction patterns based on findings
- Contributed to the NEO design system, building reusable components and interaction patterns adopted across multiple enterprise product teams
- Collaborated with Product Managers, Business Analysts, Architects, and Engineering teams to deliver scalable UX solutions aligned with platform 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