ROHIT NAGDA
Senior Product Designer

Strategic Product Designer (10+ Years) | Expert in transforming complex challenges into high-impact digital experiences. Proven leader in scaling design systems, driving **34% higher user engagement** and **48% operational efficiency gains**. Specialist in end-to-end strategy across **Healthcare, Banking, and E-commerce.**

✉ nagda.rohit86@gmail.com   📱 +91-8209877351   **Portfolio**: rohitnagda.com   **LinkedIn**: rohit-nagda-195a60106/

CORE COMPETENCIES

User Interface (UI)
User Experience (UX)
Prototyping
Wireframing
Figma, Adobe XD, InVision, Sketch
Information Architecture
Design Systems Architecture
User-Centric Design
Human-Computer Interaction (HCI)
Design Thinking
Human-Centered Design (HCD)
Stakeholder Management
Interaction Design
Usability Testing
User Research
UI Frameworks (e.g., React Js, Bootstrap, tailwind, Material Design).
Visual Design

CERTIFICATIONS

- User Experience Design Essentials - Adobe XD UI UX Design
- Figma UI UX Design Essentials
- Microsoft Certified Professional (MCP).
- Microsoft Certified System Engineer (MCSE).

SOFT SKILLS

Communicator
Leader
Team Player
Analytical
Result-oriented

PROFESSIONAL SUMMARY

- **Design Strategy & Leadership**: Directed end-to-end product strategy for complex platforms, transforming user needs into compelling visual concepts and high-fidelity prototypes that drive business goals.
- **Design Systems at Scale**: Led the creation and enhancement of comprehensive design systems and style guides, ensuring 100% brand consistency and reducing development hand-off time.
- **User Research & Data-Driven Design**: Orchestrated advanced user research and usability testing sessions to iterate on interface functionalities, resulting in measurable improvements in user satisfaction and task success rates.
- **Cross-Functional Collaboration**: Partnered with stakeholders and engineering teams in Agile environments to translate technical constraints into seamless, intuitive user experiences.
- **Multi-Platform Technical Expertise**: Leveraged expert-level knowledge in Figma, React JS, and Material UI to build responsive, accessible interfaces across Healthcare, Banking, and E-commerce domains.
- **Visual Design Excellence**: Applied deep mastery of typography, color theory, and layout principles to elevate the aesthetic and functional appeal of large-scale web and mobile applications.
- **Mentorship & Quality Standards**: Defined quality standards for UI/UX deliverables and mentored junior designers to foster a culture of design excellence and innovation.
- **End-to-End Product Ownership**: Managed the complete design lifecycle from initial user flows and wireframes to supporting development teams during implementation for a seamless transition.

TECHNICAL SKILLS

- **Primary Skills:** Figma, Adobe Photoshop, Adobe XD, Illustrator, AI UI/UX tool, HTML5, CSS3, LESS/SASS, Bootstrap 5, Material UI, Tailwind CSS.
- **Secondary Skills:** JavaScript, ES6, ReactJS 18, Redux, JSX.
- **Advanced Skills:** Figma Ai – Wireframes – mockups – Prototypes - User Research - Interaction Design - Design for Mobile Application & Web Application - Responsive Web Design - User Experience Design (UXD) - Design Thinking - Information Architecture - Storyboarding-User-centered Design – Design Systems - Personas – Journey Mapping - UX Research - Product Design - User Interface (UI) – Agile methodology - Node/Npm - Material UI - Tailwind CSS - WordPress – SEO - Accessibility (Web Content Accessibility Guidelines (WCAG))

💼 WORK EXPERIENCE

March 24 - Present at Dataflow Group Bangalore as Sr. Product Designer

Role:

- Led the design process by conducting user research, analyzing requirements, and creating wireframes and prototypes for diverse digital interfaces.
- Collaborated with cross-functional teams to translate concepts into user-friendly designs, ensuring brand consistency and adherence to design standards.
- Conducted usability testing sessions and collected user feedback to iterate and refine UI/UX solutions for enhanced user satisfaction.
- Developed intuitive and visually appealing interfaces by incorporating design best practices and ensuring responsiveness across various devices.
- Contributed to the improvement of product functionalities by identifying opportunities for UI/UX enhancements based on user behavior analysis.
- Assisted in the implementation of design solutions, working closely with development teams to ensure accurate translation from design to final product.
- Maintained up-to-date knowledge of industry trends, emerging technologies, and design tools to continuously enhance UI/UX methodologies.
- Collaborated with stakeholders to understand business objectives and align UI/UX strategies to meet both user needs and organizational goals.
- Provided guidance and mentorship to junior team members, fostering a culture of innovation and excellence in UI/UX design practices.
- Supported documentation efforts by creating design specifications, style guides, and design system components for seamless implementation across projects.

July 23 – Nov 23 at HSBC Soft. Dev. (India) Pvt. Ltd.(Contract-to-Hire (C2H)), Hyderabad as Sr. Product Designer. Payroll-: Purview India Consulting Services, Hyderabad

Key Result Areas:

- Led the analysis of user requirements and collaborated with stakeholders to create innovative and user-centric design solutions for various digital platforms.
- Developed and implemented comprehensive UX strategies, ensuring alignment with business objectives and user needs.
- Conducted extensive user research, usability testing, and analysis to identify pain points and opportunities for improving user experiences.
- Designed and prototyped interactive interfaces, applying design principles to deliver visually appealing and intuitive products.
- Implemented UI/UX best practices, responsive design techniques, and accessibility standards to optimize user interactions.
- Contributed to the development of design systems, style guides, and UI frameworks for consistent and scalable designs across projects.
- Mentored and coached junior team members, fostering their growth and expertise in UX design and development.
- Collaborated cross-functionally with development teams, ensuring seamless integration of design concepts into functional solutions.
- Stayed abreast of emerging trends, tools, and technologies in UX/UI, incorporating them into design processes for continuous improvement.
- Generated comprehensive documentation, including design specifications and guidelines, to facilitate effective implementation of design solutions.

💼 PREVIOUS WORK EXPERIENCE (2015 – 2023)

- Emids Tech Pvt. Ltd, Bangalore as Sr. UXP Analyst (Sr. Product Designer), August 2018 - May 2023.
- Mailkoot Comm. (Kasplo Internet Pvt. Ltd. Bangalore) as Sr. Designer & Developer, August 2017 - July 2018.
- Kaira Software Pvt. Ltd, Ahmadabad as Designer & Developer, July 2016 - December 2016.
- SRG Global Solutions Pvt. Ltd, Udaipur as Designer & Developer, February 2015 - January 2016.
- Freelance UI/UX Designer, July 2012 - January 2015.

📜 RECENT PROJECT SUMMARY

Senior Product Designer

Dataflow Group | Bangalore   ***March 2024 – Present***

Client: Ministry of Higher Education, Research & Innovation (MOHERI), Oman

- ❖ **Impact:** Redesigned qualification verification platform, reducing application processing time by 35% and improving user satisfaction (Net Promoter Score (NPS)) from 42 to 68.
- ❖ **Problem:** Complex multi-step verification workflow causing 45% drop-off rate and frequent user complaints about navigation confusion.
- ❖ **Constraints:** Strict government compliance requirements, multilingual support (Arabic/English), 6-week timeline with distributed 20+ member team.
- ❖ Led design system evolution serving 5 product teams; established component library reducing design-to-dev handoff time by 40% and ensuring 98% cross-browser consistency.
- ❖ **UX Metrics:** Conducted 45+ user interviews and 8 rounds of usability testing, achieving task completion rate improvement from 62% to 89%.
- ❖ Mentored 3 junior designers on human-centered design principles and Figma best practices, increasing team velocity by 25%.
- ❖ **Percentage Conversion:** Optimized dashboard data visualization workflow, increasing user retention by 28% and reducing support tickets by 52%.

Senior Product Designer

HSBC Software Development India (via Purview India) | Hyderabad   ***July 2023 – Nov 2023***

Project: Data Control Automation Platform

- ❖ **Impact:** Spearheaded UX strategy for enterprise data integrity platform, accelerating compliance monitoring efficiency by 48% and reducing manual validation errors by 63%.
- ❖ **Problem:** Legacy system with fragmented data views causing 200+ monthly user support escalations and 12-hour average investigation time.
- ❖ **Constraints:** Stringent banking security protocols, integration with 15+ legacy systems, zero-downtime migration requirement.
- ❖ **Percentage Conversion:** Redesigned interface architecture using card-based layouts and progressive disclosure patterns, decreasing cognitive load scores by 41%.
- ❖ Facilitated 12 cross-functional workshops with stakeholders across Product, Engineering, Compliance, and Operations teams to align on product roadmap priorities.
- ❖ **UX Metrics:** Increased first-time user success rate from 54% to 87% through iterative prototyping and 6 rounds of moderated usability testing.
- ❖ Built reusable component library (40+ components) adhering to Web Content Accessibility Guidelines (WCAG) 2.1 AA accessibility standards, enabling 4-week faster time-to-market for future features.

🎓 EDUCATION

- 🔘 **Bachelor of Technology (B.Tech) in Computer Science & Engineering**
  Pacific Institute of Technology, Pacific University | Udaipur, Rajasthan | 2015

- 🔘 **Polytechnic Diploma in Computer Science & Engineering**
  Vidhya Bhawan Polytechnic College | Udaipur, Rajasthan | 2011