

ROHITHA REMALA

UX PRODUCT DESIGNER

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New York

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DOMAIN

Finance | Healthcare | Supply Chain | Hospitality | Procurement & Sourcing

EDUCATION

School of Visual Arts

MFA Human Computer Interaction, Products of Design

2022 - 2024

Osmania University

Bachelors of Engineering, Information Technology

2016 - 2020

SKILLS & TOOLS

- Design System
- Prototyping
- User Research
- User Testing
- Figma
- Adobe Suit
- Blender
- SQL
- React Js
- HTML/CSS
- Javascript
- Microsoft Suit
- Google Suit

WORK EXPERIENCE

Designer

Midstream Health

New York | Oct 2024 - Present

- Built both the product and sales design systems from the ground up for a B2B SaaS AI platform at a healthcare Financial Planning & Analysis (FP&A) company, establishing scalable UI patterns and implementing an organization-wide Figma CMS.
- Designed 3,000+ UI screens with LLMs or AI-driven product features; 1000+ UI deliverables for marketing snd sales initiatives.
- Designed, built, and shipped the company's first marketing product – a client email – using Figma and Google Apps Script.
- Prototyped 50+ sales demo’s, in the span of 3 months.
- Designed 30+ sales decks, including two sales deck templates for organization-wide use; along with custom animations to enhance visual storytelling.
- Planned and executed two user research sprints and one user testing sprint to validate design decisions and enhance user experience.
- Developed a blackbox framework in Figma for VibeCoding, ensuring all UI elements in the Figma Make file were structured with reusable components from the design system.

UX Designer

Mintutive Design Studio

Remote | May 2024 - Oct 2024

- Designed a flexible and scalable design system for two enterprise products to ensure visual consistency and usability across the mobile and web.
- Created over 80 detailed wireframes, 25 prototypes, and wrote design token code to guide the engineering team in development.
- Communicated with internal and external stakeholders to enhance features and address feedback and bugs that were brought up during the governance process.

Founding UI/UX Designer

Sleath Start Up

Hyderabad | Feb 2022 - Jul 2022

- Revamped the Management system product interface, optimizing user experience and creating smoother-flowing pages by designing a new design system of components, layouts, templates, and documentation initially in Adobe XD, then transitioned the designs to Figma for enhanced CMS functionality.
- Designed and prototyped 3 versions for web application interfaces and 2 versions for mobile interfaces - 5000+ screens, providing options and visual progress for fund raising.
- Coordinated with developers throughout the entire product lifecycle, ensuring alignment between design vision and technical specifications.

Customer Experience Designer

HighRadius

Hyderabad | Nov 2021 - Jul 2022

- Leveraged NPS-driven user research and quality analytics data to design the business dashboard for monitoring and tracking the overall quality of support services, resulting in an increased quality of service by 15%.
- Facilitated 10+ focus groups with cross-functional teams to create cohesive designs, align on product features, negotiate technical requirements for the design of the new support ticket tool.
- Led a three-day intensive workshop to ensure company-wide adoption and successful migration.
- Managed multiple design projects simultaneously, ensuring timely delivery within adoption constraints.

Associate techno-functional consultant

HighRadius

Hyderabad | Mar 2021 - Nov 2021

- Designed and implemented a new hire training program across the support department, reducing subject matter expert efforts in product training by 40% through automation.
- Trained over 50 new hires within a span of three months.
- Designed 35+ infographics, 15 playbooks, 12 Standard Operating Procedure Documents, and video tutorials to enable over 3000 users with product training.

UX Designer

Silayi Hyderabad

Hyderabad | Nov 2020 - Jan 2021

- Designed the brand's e-commerce website, focusing on an intuitive user experience for Whatsapp marketing, and visually appealing interface.
- Created style guides and design systems for consistency across platforms, and developed wireframes and prototypes to clearly convey design concepts to stakeholders and team members.
- Streamlined navigation for e-commerce websites, resulting in increased customer satisfaction and sales conversions.
- Produced and managed content for social media marketing—including engaging copy, product photography, promotional videos, and custom graphics and illustrations—to strengthen the brand’s visual identity and boost digital engagement.

UI/UX Designer and Developer

HuEx Inc.

Hyderabad | Aug 2019 - Mar 2020

- Designed compelling marketing collateral and revamped the online portfolio and website, collaborating with product and marketing teams to develop mid-fidelity prototypes.
- Streamlined customer onboarding experience through heuristic analysis and created wireframes and tokens to guide the development team in building high-quality applications.
- Produced email campaigns, catalogues, posters, and other promotional materials by leveraging graphic design aptitude to promote products/ services to potential customers.
- Consolidated 3 iterations of Heuristics analysis, to enhance customer onboarding experience.

CERTIFICATIONS

Google UX Certification Google

Graphic Design Specialization California Institute of Arts(CalARTS)

Digital Product Management University of Virginia, Darden