

# ROHIT SHRIVASTAVA

UX/UI Designer

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## SUMMARY

Results-driven UX/UI Designer with experience creating user-centric designs that enhance engagement and drive business goals. Proficient in Figma, Sketch, and Adobe XD, with expertise in user research, wireframing, prototyping, and usability testing. Proven track record of increasing user satisfaction by 25% and improving compliance with WCAG standards by 27% through data-driven design.

## WORK EXPERIENCE

### Skill Squirrel, Canada UX/UI Designer

Sept 2024 – Present

- Led a cross-functional team of designers, developers, and usability testers, overseeing the end-to-end design process for Skill Squirrel's SaaS platform.
- Managing and mentoring junior designers, conducting design reviews, usability testing sessions, and feedback workshops to ensure high-quality user experiences.
- Conducted usability testing (think-aloud protocols, surveys, A/B testing), leading to a 33% boost in feature adoption rates.
- Driving accessibility initiatives, improving compliance with WCAG standards, and optimizing UI components, increasing site usability by 27% for users with disabilities.

### UX/UI Designer - (CO-OP)

- Redesigned the platform UI, improving navigation, user flows, and high-fidelity mock-ups, resulting in a 25% increase in task efficiency. Optimizing workflows and improving design-to-development handoff efficiency by 30% through structured documentation and prototyping.
- Implemented responsive design solutions, reducing bounce rates by 20% and increasing average session duration by 15%.
- Developed a scalable design system in Figma, standardizing UI components and reducing development time by 27%.

### Guelph Lakes Dental, Canada UX/UI Designer - (Contract Part-Time)

Jul 2024 – Dec 2024

- Designed an online appointment booking system, developing wireframes and prototypes in Adobe XD, reducing scheduling errors by 35% and enhancing patient satisfaction.
- Created interactive prototypes for a patient portal in Figma, improving UX and cutting login time by 15%, leading to increased user retention. Conducted user interviews to identify pain points, leading to a 25% increase in user satisfaction.
- Optimized the mobile version of the website through user journey mapping and usability tests, boosting mobile traffic by 29%.

## CERTIFICATIONS AND KEY SKILLS

### Certifications:

- Ethical Conduct for Research Involving Humans TCPS 2: CORE 2022 (May 2024)
- Agile User Experience Design Research: PMI (Project Management Institute)
- Designing with the WCAG 2.2 Guidelines: LinkedIn Learning
- UX Foundations: Prototyping: LinkedIn Learning

**Tools:** Figma • Sketch • Invision • Project Management Tools (Trello, Slack, Jira) • Adobe Creative Cloud • Microsoft Office Suite

**Technical Skills:** User Research • Wireframing • Information Architecture • Usability Testing • Prototyping • Presentation • Design System • Responsive Web • Inclusive Design • App Design • Design for Accessibility

**Soft Skills:** Collaboration • Stakeholder Management • Problem-Solving • Adaptability • Time Management • Leadership

## ACHIEVEMENT

- Prize winner at the Humber Change Maker Hackathon for designing the IGNITE App.
- Graduated with Dean's Honors in both User Experience Design and Project Management.
- Awarded "Best Research in Thesis" for outstanding academic excellence.

## EDUCATION

**Post Graduate Certificate - User Experience (UX) Design: Humber College, Canada**

Jan 2024 – Dec 2024

**Post Graduate Certificate - Project Management: Humber College, Canada**

Jan 2023 – Aug 2023

**Bachelor of Architecture: Piloo Mody College of Architecture, India**

Aug 2015 – Jul 2020