

# Rohan Sutar

## UI/UX Designer

✉ [contact@rohansutar.co.in](mailto:contact@rohansutar.co.in) ☎ 9595727948 📍 Pune, India 🌐 [in/rohansutar](https://www.linkedin.com/in/rohansutar) 📁 Portfolio

Experienced UI/UX Designer with 7+ years specializing in creating user-centered designs for web and mobile platforms. Expertise in wireframing, prototyping, user research, and interaction design. Adept at balancing aesthetics with functionality to deliver seamless user experiences. Proficient in Figma, Adobe CS, Miro, Notion, HTML/CSS, and other design tools, with a proven record of increasing user engagement and improving conversion rates across multiple projects. I've created impactful solutions across industries, from B2B and B2C platforms to nonprofits.

### PROFESSIONAL EXPERIENCE

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|---|---------------------|
| <b>UI/UX Designer</b> , <i>Derrick Harper Enterprises, Georgia, USA</i>   | Jul 2024 – present  |
| <ul style="list-style-type: none"><li>Led end-to-end design projects, increasing daily active users by 25% through usability improvements.</li><li>Conducted user research and metrics analysis to inform design decisions.</li><li>Initiated weekly design critiques, fostering collaboration within the team.</li></ul>   | Freelance           |
| <b>Senior UI/UX Designer</b> , <i>Tech Boosters Automation Services Pvt. Ltd, Pune, India</i>   | Aug 2020 – Jun 2024 |
| <ul style="list-style-type: none"><li>Led a user-centric redesign of the platform's website, translating research insights into wireframes and interactive prototypes using Figma, resulting in enhanced UI layouts and optimized user flows.</li><li>Conducted user interviews, developed personas, and facilitated usability testing, driving a 40% increase in platform engagement and a 30% improvement in click-through rates.</li><li>Collaborated with a cross-functional team of 10, including the CEO, Team Lead, UX Designers, and Developers, to ensure design strategies aligned seamlessly with business objectives.</li></ul> | Full Time           |
| <b>Web Designer</b> , <i>Affinity X, Pune, India</i>  | Jun 2017 – Aug 2020 |
| <ul style="list-style-type: none"><li>Managed UI guidelines for 80+ websites, enhancing user experience and reducing bounce rates by 25%.</li><li>Collaborated with product teams to design wireframes and prototypes, delivering responsive designs that resulted in a 15% increase in user retention.</li></ul>   | Full Time           |

### FREELANCE PROJECTS

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|---|---------------------|
| <b>Venture Suite</b> , <i>Business Growth Simplified</i> 📄  | Feb 2023 – Oct 2024 |
| <ul style="list-style-type: none"><li>UX Engineer for <i>Venture Suite</i>, designed and developed a website for an AI-powered fundraising platform, growing global reach by 300+ entrepreneurs and engagement by 50%.</li></ul>                          |                     |
| <b>Darpan Foundation</b> , <i>Ashram</i> 📄  | Dec 2023 – Aug 2024 |
| <ul style="list-style-type: none"><li>UX Consultant for <i>Darpan Foundation</i>, redesigned the nonprofit's website, reducing bounce rates by 30% and enhancing alignment with organizational goals.</li></ul>   |                     |
| <b>Rayanalytics</b> , <i>Illuminating Your Sustainable Path</i> 📄   | Jan 2021 – Jul 2021 |
| <ul style="list-style-type: none"><li>UI/UX Designer for <i>Rayanalytics</i>, a platform offering investment research and analytics services, designed and developed a user-friendly website to enhance digital presence and client engagement.</li></ul> |                     |

### EDUCATION

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| <b>B.Tech Computer Science</b> , <i>Janardan Rai Nagar Rajasthan Vidyapeeth, Thane</i> | 2013 – 2016 |
| <b>Diploma in Computer Science</b> , <i>Tilak Maharashtra Vidyapeeth, Pune</i>         | 2008 – 2011 |

### CERTIFICATES

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|--|------|
| <b>UX Fundamentals</b> , <i>Crayomi, Pune</i> 📄                            | 2024 |
| <b>UI/Web Designer</b> , <i>Excellent Multimedia Classes, Pune</i> 📄       | 2017 |
| <b>TS: Windows Server 2008 Active Directory</b> , <i>Microsoft, Pune</i> 📄 | 2013 |

### SKILLS

Visual Design, Heuristic Evaluation, User Research, Empathy Mapping, User Journey, Information Architecture, Wireframing, Prototyping, Usability Testing, Design System, Problem Solving, Figma, Adobe CS, Notion, Miro.