



ROHIT KUMAR

UX/UI DESIGNER

> ABOUT ME

I am an Entrepreneur and a Full stack designer with over 7 years of experience in UI design, UX design, Interaction design and Front-End development. I help start-ups and corporate companies with UI/UX design, branding, online/social media marketing, and product design. Being the co-founder of our start-up, I have had a chance for end-to-end collaboration with various teams across B2B and B2C industries in Asia & Australia.

> CONTACT

 [/in/rohitvinay18/](https://www.linkedin.com/in/rohitvinay18/)

> FOLLOW

Website

rohitvinay.com

Youtube:

[/rohitvinay](https://www.youtube.com/channel/UCrohitvinay)

Dribbble

[/rohitvinay](https://www.dribbble.com/rohitvinay)

> EDUCATION

PENSOLE ACADEMY (FOOTWEAR DESIGN) *Sep 2018 - Dec 2018*

(Pacific Northwest College of Arts)

A 12 weeks intensive course focussed on a footwear design project for New Balance.

Tasks Involved: Consumer Profiling, Ideation, Hand Rendering, Digital Rendering, Orthographic Rendering and Prototyping.

BACHELORS DEGREE IN ELECTRICAL ENGINEERING *2007 - 2011*

M.N.M Jain Engineering College (Anna University)

> WORK

E21 Designs

2012 - Present

Founder / UI/UX designer

E21 designs is a design startup based in India started in 2012. With design as our core strength, we work with corporates, startups to help them reach their creative vision.

FEATURED PROJECTS

+ [Panarome](#)

Front-End Designer

An Australian startup who works Indian education system to implement IoT devices for the safety of students. My Responsibilities include:

- Wireframe and Rapid Prototyping using Adobe XD
- A/B Testing per target audience
- Usability Testing

+ [JrFolio](#)

Design Lead

As the Lead at JrFolio, my primary role over the span of 15 months included:

- Consumer Profiling (user personas), UX research based on usage by age group.
- Wireframe, Rapid Prototyping & Graphic design using Adobe CS

+ [Parry Agro](#)

Creativity Lead, Brand designer

Parry Agro Industries, a Murugappa group company, engaged with my team to expand their online presence to bring in sales. I redesigned their web site and provided brand identity for the corporate & I increased their online presence from nil to 1 Million page hits in 4 months.

> TOOLS

Design : Adobe XD, Sketch App, Photoshop, Illustrator, Animate

Data : Google Analytics, Youtube studio, Kissmetrics

Framework : React, Angular, Bootstrap, Bulma

Online Tools : Jira, Trello, Github, lucid chart

> INTERESTS

- Tennis
- Painting
- Photography
- Travel
- Water Sports