

Rohinee Roy

Product Designer



+91 7980258691

Portfolio

/rohineeroy

rohineeroy34@gmail.com

Professional Summary

I am a Lead Product Designer with over 6+ years of experience in responsive visual and user-centric design, wire-framing, prototyping, user research, branding, and user acceptance testing. I've led projects for Binghatti, BYD, Virgin Mobile, and DP World, achieving up to 60% growth in brand value and customer acquisition. Honored as one of "Campaign ME's Media Faces to Watch 30 Under 30."

Major Projects	Binghatti	BYD UAE	DP World
	Esports	Assembly Stage	Bloom Holding
	Ferrero	Al Nassr	DGE
	Tolemaica	Swiss Payments	Payshift

Skills & Softwares

Skills

Web & App DesignUI/UXResponsive DesignArt DirectionWire-framingPrototypingBranding

Softwares

Figma, Canva, FramerFigmaFramerPhotoshopIllustratorCanvaTableauSQLHTML/CSS

Experience

Assembly Global

Dubai (Remote)

Dec 2023 - Present

UI/UX Manager | Senior UI/UX Designer

- Led end-to-end UX for Binghatti — Research, Audit, Branding, Concept Ideation, Wire-framing, Prototyping, Responsive Design, Interface Design, Visual Design, Media Creation, Development & Integration Management, User Acceptance Testing.
- Delivered UX for BYD UAE — Research, Audit, Branding, Wire-framing, Prototyping, User Experience Design, Responsive Design, Interface Design, Visual Design, Creative Direction, Design Extensions, Development Management, User Acceptance Testing.
- Led DP World & Virgin Mobile projects — Website Operations, Responsive Design, Design Extensions, Development Management, System Integrations, UX Fixes, UX Strategy, UX Execution, Hot-Fixes Implementation.

Freelancer

Jan 2024 - Present

- Worked on Tolemaica | Payshift — Research, Audit, Branding, Concept Ideation, Wire-framing, Prototyping, User Experience Design, Interface Design, Visual Design.
- Managed Media Creation, Development & Integration Management, User Acceptance Testing, Ecosystem Management for client projects.

Wipro Limited | Project Engineer

Sep 2020 - Nov 2023

- Worked on Cardinal Health Japan & Comcast Corporation USA — Business Intelligence, Data Analytics, Client Communication, Server Management, Environment Testing.
- Delivered Tableau dashboards, AWS infrastructure, SQL queries, Data Visualization, Issue Resolution, Cross-team Coordination, and Production Support.

Additional Leadership

Dec 2023 - Present

- UX Team Management — Training, UX Hiring Process Restructuring, Talent Acquisition, Business Pitching, Presentation Redesign, Creative Production, Social Media Publishing.
- Vendor Management — Vendor Communication, Project Management, Execution, Timely Delivery. Also managed brands: Al Nassr, Famco, Neom, Magrabi, Emaar, Changan EV, Ferrero, Asteri Beauty.

Education

KIIT University

Bhubaneswar

Electronics & Telecommunication

2016 - 2020

Recognition

Campaign ME Media Faces To Watch 30 Under 30 — Recognized as one of the top 30 emerging media professionals under 30 in the Middle East region.

2024

Certifications

Tableau Desktop Specialist Certification

Google Foundations of User Experience (UX) Design