

ROHIT BAIRAGI

Product Designer

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SUMMARY

With close to 6 years of experience, I've worked on complex problems that gave me deep exposure to both B2C and B2B industries. I've shipped solutions that solve real user pain points, often balancing technical constraints with creative ones. My work has involved collaborating with cross-functional teams, conducting user research, and using data to guide design decisions. I've also built scalable design systems and use AI tools to move faster from concept to production-ready design without losing quality.

EXPERIENCE

UX UI Designer

[Appinventiv](#) 11/2024 - Present Hyderabad, India

- Improved multi-level passenger booking in the add-on section of the Flynas booking flow, increasing task completion rate by 21%.
- Designed an end-to-end Dark Mode experience, reducing visual strain and improving accessibility compliance score from 30 to 70.
- Launched a Rail Module (HHR Rail and German Rail) as an added service, driving 500 bookings within 5 months of launch.

UX/UI Designer II

[Fresh Prints](#) 05/2024 - 10/2024 Remote

- Conducted 50+ user interviews to identify key issues in the Checkout flow and remove friction from the buying journey.
- Analyzed 500+ failed checkout sessions using FullStory, uncovering root causes behind drop-offs.
- Delivered redesigned Checkout experience and increased conversion rate by 8% within the first release cycle.

Product Designer

[Connect & Heal Care](#) 06/2023 - 05/2024 Bangalore, India

- Launched Gmail sync, letting users automatically pull health reports into one place to track records and manage prescriptions without manual uploads, increasing user engagement by 8%.
- Built CNH Play, a Netflix-style video library for healthcare content, contributing to a 4% increase in user engagement within two months.
- Conducted A/B testing on various design elements, achieving a 25% increase in overall user retention.
- Designed the booking flow for ABHA (a government health ID initiative), simplifying how users linked and used their ABHA ID within the app.

UX UI Designer

[Octet Design Studio](#) 08/2021 - 05/2023 Ahmedabad, India

- Led a full redesign of a contextual banking website, single-handedly designing 20+ screens across 5+ core user flows.
- Designed a carbon emission monitoring SaaS product from the ground up for an external client as the sole designer, delivering 30+ screens across 8 core flows in 6 months.

PERSONAL PROJECTS

Blind Dating App

It is a conversation first dating app where photos stay hidden until both people have talked. You go live on a map, send an anonymous request to someone nearby, talk for 5 minutes with no photos visible, then both people choose together whether to see each other at all.

Tracko

It is an app that automatically tracks your online spending done on food/shopping apps, it does not require any manual entry

Dynamic Island For MacBook

A notch-first Mac app keeps alerts under the camera. Music and art on the island, expand player by hovering. Shows volume, charging, AirDrop, recording alerts, or reply completion notifications for Claude, ChatGPT, or Gemini in Chrome.

TRAINING / COURSES

Google UX Design

Issued by Google, 2022

SKILLS

Tools

Figma, Cursor, Claude, ChatGPT, Codex, Xcode.

Design Skills

AI-assisted design workflows, Design systems & token governance, User research & usability testing, Data-informed design, Cross-functional collaboration