

Rohith Palottil

185 North end road, London, W14 9NL | (+44) 7587676446

<http://www.linkedin.com/in/rohithpm> | rohithpalode@gmail.com

Portfolio - <https://www.rohithpalottil.com/>

WORK EXPERIENCE

Starbucks **London**
UX DESIGNER *Oct 2023 – Present*

- Responsible for enhancing the connection between Starbucks and its global internal users by improving internal processes, tools, and systems. Led the redesign of internal systems through design sprints and agile methodologies, overseeing the full design pipeline.
- Effectively addressed the needs of both internal and external stakeholders to ensure user-centric solutions and successful implementation.

Stock-in-the-Channel **London**
PRODUCT DESIGNER *2022 – 2023*

- Directed the design pipeline for a dynamic B2B web/mobile marketplace, including backend infrastructure, frontend interface, and intuitive dashboard.
- Collaborated closely with product owner and led cross-functional teams to optimize real-time data visualization, accelerating processes by 40%.
- Designed user journeys, wireframes and high fidelity prototypes for user-centric platform navigation, surged conversion rates by 50%, resulting in significant revenue amplification.

Morphy Richards **London**
UX DESIGNER *2021 – 2022*

- Collaborated with agile teams to design UI for new product, reducing process cycle by 50% and enhancing efficiency.
- Led UX research, iterated designs, and conceptualized product vision user feedback and research insights.

TURBOLAB TECHNOLOGIES **Kochi**
UX/UI DESIGNER *2017 – 2020*

- Redesigned product for enhanced user experience, increasing engagement by 50%, demonstrating expertise in responsive web, UI/UX and branding.
- Utilized A/B tests and analyzed metrics to improve underperforming site areas.
- Spearheaded transformative client project, reshaping consumer perception and engagement, emphasizing problem-solving and collaborative mindset, user testing.

HCL Tech **Chennai**
DESIGN INTERN *2016 – 2017*

EDUCATION

BRUNEL UNIVERSITY **London**
MSc PRODUCT DESIGN *2021 – 2022*

ANNA UNIVERSITY **Chennai**
BE COMPUTER SCIENCE & ENGINEERING *2013 - 2017*

ACHIEVEMENTS & CERTIFICATIONS

MOZZILA OUTREACH AMBASSADOR **Chennai**
Mozilla student ambassador program *2016 - 2017*

GOOGLE UX DESIGN CERTIFICATE

SKILLS

Research and Evaluation Methods

User Research, User Interviews, Research Synthesis, Surveys, Persona Generation, Heuristic analysis, Usability Testing, A/B Testing, Thematic Analysis, Empathy Mapping, Mind-mapping, Journey Mapping, mockups, Critical thinking, Problem solving, Human computer interaction

Design Methods

Ideation, Sketching, Storyboarding, Wire framing, Information Architecture, Prototyping, Interaction Design, Visual Design, User Interface design, rapid prototyping, design systems

Design Tools

Figma, Adobe Creative suite (Adobe XD, Illustrator, Photoshop, Indesign, After effects), User Testing, Webflow, Sketch, Jira, inversion, chatGPT, Google Analytics

Technologies

Java, JavaScript, HTML5, CSS, SQL, GPT prompt engineering