AYUSH ROKAD

UI/UX DESIGNER | PRODUCT DESIGNER

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PROFESSIONAL SUMMARY

UI/UX and Product Designer with 3+ years of experience in mobile app design, web design and e-commerce product development. Skilled in user flows, wireframing, interaction design, high-fidelity UI design, Figma design systems and interactive prototyping. Designed 150+ mobile applications and contributed to a multi-platform e-commerce ecosystem comprising 3,800+ screens and modules. Experienced in translating business requirements into intuitive user experiences and collaborating with founders and development teams.

CORE SKILLS

Product & UX Design: Product Design, UX Design, User Flows, Information Architecture, Wireframing, User Journey Mapping, Interaction Design, Interactive Prototyping, Usability Principles.

UI & Visual Design: UI Design, High-Fidelity Design, Design Systems, Component Libraries, Responsive Design, Visual Hierarchy, Micro-interactions, Motion Design.

Tools & Software: Figma, Adobe XD, Adobe Photoshop, Adobe Illustrator, Rive, Lottie, Adobe Premiere Pro, Zeplin.

PROFESSIONAL EXPERIENCE

UI/UX Designer | Letmegrab E-Commerce Platform Pvt. Ltd. | Surat, India | December 2024 – October 2026

- Led end-to-end UI/UX design across Customer, Seller and Admin platforms for a multi-platform local commerce ecosystem spanning mobile and web.
- Designed 3,800+ screens and modules covering core product features, user journeys and business workflows.
- Designed multi-store shopping, cart and checkout experiences with doorstep delivery and in-store pickup workflows.
- Built scalable Figma design systems, reusable components and UI patterns to maintain design consistency and streamline developer handoff.
- Designed seller dashboard and inventory management workflows, including product management, store operations, Store Highlights and notification systems.
- Collaborated with the founder and development team to translate business requirements into functional user flows and production-ready interfaces.

UI/UX Designer | Code Infosys | Surat, India | July 2023 – October 2024

- Designed UI for 150+ mobile applications across utility, education, tutorials and casual gaming categories.
- Created wireframes, high-fidelity mobile interfaces, reusable UI components and interactive prototypes for Android and iOS applications.
- Designed micro-interactions and motion-based UI animations using Rive and Lottie to enhance interface engagement.
- Collaborated with a cross-functional team of 15+ designers and developers to deliver production-ready UI designs and design assets.

SELECTED PRODUCT EXPERIENCE

Local Commerce Ecosystem: Designed Customer App, Seller App and Admin Panel experiences, including product discovery, inventory management, store verification, multi-store checkout, delivery and pickup workflows.

Mobile Application Portfolio — 150+ Apps: Designed mobile interfaces, reusable UI patterns and interactive elements across utility, education, tutorial and casual gaming applications.

EDUCATION

Bachelor of Science in Information Technology (B.Sc. IT)
Uka Tarsadia University