Rohit Arun Rao / UX-UI Designer / Photographer
Hi, I’m Rohit. I’m a full time UX Designer and a hobby Photographer. I love colours, majorly Blue. It energises my thought brain cells. I look at an object or a view and frame it as a photograph in my mind, trying to figure out how best this can be framed, how best it can be made meaningful. I observe the human mannerisms, how they react to all kinds of situations or how they handle them. What they actually mean by what they say. I put forward few mannerisms to see how people they react, some have a question face, some just don’t react and some get offended. Why? All this comes to the one single need of my career. UX.

UX I understand is not about layouts, elements, colours, text, alignments, size, shapes or patterns but, it’s a methodology, it’s about all of these when combined to give you an effective User Experience that can trigger an emotion in you that you’ll love and be effectively useful.

I work all my way to this in my daily life. My objective? When I send a design across, and the person knows that it’s a design that’s come from me, he shouldn’t take a second look or have second thoughts. ‘Approved!’ is what he must say.

EXPERIENCE

I started off with Creative Network as a Graphic Design in Print media. I changed my stream by mistake to web a year later in Ybrant Technologies. I liked the mistake. I love it now.

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‘03

Months

S.S.C & B LINTAS (Trainee)

10

‘05 – ‘05

Monthshs

YBRANT TECHNOLOGIES

3.5

‘06 – ‘09

Years

CATALYTIC SOFTWARE

1

‘04 – ‘05

Year

CREATIVE NETWORK

2.5

‘14 – …

Years

TCS
(Sr. UX Designer)

1.1

‘12 – ‘14

Years

COMPUTER SOLUTIONS

2.5

‘10 – ‘12

Years

GAMESHASTRA SOLUTIONS

1

‘09 – ‘10

Year

PALLETONES
(Freelance)

12+

YEARS EXP.

TOOLS

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| --- | --- | --- | --- |
| Adobe Photoshop  | CC |

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| Adobe Illustrator | CC |

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| Adobe Bridge | CC |

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| Coral Draw | X6 |

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| MS Power Point | 365 |

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| MS Word | 365 |

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| Video Scribe | 2 |

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| Prezi | 5 |

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| Balsamiq | 2.2 |

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SKILLS

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| User Experience Design |

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| User Interface Design |

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| User Interaction Design |

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| Web Design |

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| Print Design |

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| Icon Design |

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| PPT Presentation |

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| Collateral Design |

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| Photography |

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| Trend Research |

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PORTFOLIO / **Visit** bit.ly/hhfjk

All links below are old or changed by now, please visit the bit.ly link to view more work.

|  |  |
| --- | --- |
| 1. FindMe@ - App | 2014 - WIP
 | 1. [ISOG](http://bit.ly/Vsk2BT) | 2012
 |
| 1. [Dr. Raman Popli](http://www.doctorramanpopli.com/) | 2014
 | 1. [Beyond Games Interactive](http://bit.ly/130iVxA) | 2012
 |
| 1. [Legist Legal](http://legistlegal.com/) | 2013
 | 1. [iPhoneshastra](http://iphoneshastra.com/) | 2011
 |
| 1. [VUE Software](http://www.vuesoftware.com) | 2013
 | 1. [ASCO Estates](http://www.ascogroup.com/) | 2010
 |
| 1. [IIT-JEE](http://bit.ly/W0JEbm) - App | 2012
 | 1. [William Albert](http://bit.ly/Yvh3aq) | 2010
 |
| 1. [Don 2 The Game](http://www.don2thegame.com/) | 2012
 | 1. [Digital Bee](http://bit.ly/VCORqc) | 2010
 |
| 1. [Mango Learning](http://www.mangolearning.com) | 2012
 | 1. [Kailuana Resort](http://www.kailuana.com/) | 2008
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*\*Most of my best and recent works are done for Microsoft, I do not have them listed here for security reasons. Those can be presented live by request.*

EDUCATION

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| Course | Marks | Year |
| HUMAN FACTORS INTERNATIONALThe Science and Art of Effective Web Application & Design | Cert. | 2011 |
| WWW.SESSIONS.EDUSessions.edu - Colour and Layout | 95% | 2006 |
| SRI VENKATESHWARA COLLEGE OF FINE ARTSBachelor of Fine Arts | 85% | 2004 |
| SIDDHARTHA HIGH SCHOOLS.S.C | 40% | 2000 |

OFFBEAT

* I’m a Gemini, 83 born, 5th of June. Married, 4.5 Yr. old beautiful daughter, Wife’s a Math lecturer at Bhavan’s Vivekananda Degree College.
* I do a bit of DIY craft to break away from work.
* I like listening to new music, it helps keeps me alive and moving.
* I do a bit of Water Diving (yeah, it just happened).
* I watch a lot of TV Series and Movies, what I am today, it’s all because of them. They have impacted me big time in understanding many things and improving my communication and vocabulary
* Photography to me is like zipping open my mind, it’s just refreshing, even if the output it bad doesn’t matter, and it’s the process that excites me. I don’t worry about the output too much, only when it’s really important.
* I love organizing (digital content)
* I hate PowerPoint, not up for any edit and beautify work on a 50 slide deck.
* If I wouldn’t have been a designer, I’d have been working for NASA or would’ve pursued singing.

I hereby state that all said and written in this document are true, complete and correct to the best of my knowledge and belief.

Yours truly, Date:
Rohit Arun Rao 06/07/2016