

DEVI PRASAD ROUT

UI/UX DESIGNER

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SUMMARY

User-centric UI/UX Designer with a B.Tech in Computer Science, leveraging technical expertise to bridge the gap between design and development. Experienced in end-to-end product design, from user research to high-fidelity prototyping. Skilled in cross-functional collaboration and Agile methodologies, ensuring feasible, scalable designs that align with engineering constraints. Proven ability to drive user engagement and optimize design-to-development workflows for high-traffic platforms.

WORK EXPERIENCE

UI/UX Designer | Nextprint (E-commerce Company)

October 2024 – Present | Bengaluru, India

- Built a comprehensive Figma component library with design tokens, reducing design-to-development handoff time by 20% and ensuring 100% visual consistency across 50+ mobile and web assets
- Collaborated with cross-functional engineering teams in Agile environment to identify technical constraints early, minimizing rework during implementation by 30%
- Redesigned product customization interface, streamlining user journey and reducing design-to-checkout steps by 40%
- Optimized mobile checkout flow through user-centered design and usability testing, improving conversion rates by 25%
- Conducted A/B testing on wireframes, boosting product discovery and user engagement by 30%
- Implemented WCAG 2.1 accessibility standards across all digital products

PROJECTS

FixWise: Worker-Finding Mobile Application

- Problem: Users face difficulty finding reliable skilled workers for immediate needs
- Solution: Hyper-local service booking app with Verified ID badge system
- Impact: User research with 15+ participants led to Verified ID implementation, increasing user trust by 40%
- Features: Verified worker profiles, geolocation search, in-app messaging

All-in-One Travel Planning App

- Problem: Travelers struggle managing bookings across multiple platforms
- Solution: Unified travel dashboard with timeline view consolidating flights, hotels, and itineraries
- Features: Smart itinerary, group split expenses, offline mode access

E-Commerce Application

- Problem: High cart abandonment due to complicated checkout flows
- Solution: Minimalist interface with "2-tap" checkout process and visual search
- Impact: A/B testing optimized filter placement, improving product discovery by 30%
- Features: Visual search, personalized feed, guest checkout

Accessible ATM Interface

- Problem: Legacy ATM screens difficult for visually impaired users
- Solution: High-contrast UI, large touch targets, voice-guided task flows
- Impact: Red Route analysis eliminated clutter, prioritizing frequent transactions

SKILLS

Design & Research: User Research, User Interviews, Empathy Mapping, Wireframing, Prototyping, Interaction Design, Visual Design, Typography, Color Theory, Design Systems, Information Architecture (IA), Micro-interactions, Journey Mapping

UX Methods: User-Centered Design (UCD), Design Thinking, Usability Testing, A/B Testing, Responsive Design, Accessibility (WCAG)

Technical & Workflow: HTML, Agile/Scrum, Cross-functional Collaboration, Technical Feasibility Assessment, Data Analysis

Tools: Figma, Jira, Miro, Zeplin, Maze, Google Analytics, Framer, Hotjar

EDUCATION

Bachelor of Technology, Computer Science & Engineering

BPUT University, Odisha | 2019-2023

CERTIFICATIONS

- Strategic & Experience Design – BCG | 2024
- UX Design Introduction – Lloyds Banking Group | 2023
- Advanced UI/UX Design – Aspira | 2024
- Google Digital Marketing Certificate | 2023