

# ROHITH PAUL LAKKENA

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## SUMMARY

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Experienced UX designer with a passion for informed design to enhance human lives. Demonstrated time-management skills through successful completion of projects at Ecolab. Utilized leadership abilities to guide a team and ensure project objectives were met. Seeking full-time UX roles starting July 23 to contribute expertise in enhancing user experiences and driving innovation.

## EXPERIENCE

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### UX Designer, Ecolab

May 2022 - Dec 2022

- **Ecolab Sales and Service app:** Redesigned and revamped the existing Sales and Service app to enhance field agents' daily task efficiency. The research included a series of usability tests with field agents and a two-day design sprint with all the stakeholders. The changes will potentially save Ecolab around \$500k every year.
- **Project One:** Integrated six essential apps used by Restaurants and Hotels into a unified user experience and eliminated inconsistencies across apps, and provided a comprehensive solution
- Established the UX Team and implemented process improvements to enhance team efficiency and conducted interviews, and provided feedback for new team members
- Created a design system with standards and a component library for consistent design replication, and ensured that there was visual consistency across all digital products in Ecolab's portfolio.

### Chief Information Officer and Product Designer, Vine and Grove

Dec 2020 - Present

- Conducted comprehensive market research to identify and understand customer needs and preferences to align the product with the company's vision.
- Designed all of the branding, user experience, and visual designs and collaborated with engineers to code the front end for our landing page, web app, and Urbangenics (our mobile app). I also led user research for the same.

### UX Engineer, Deepvisiontech.ai

Mar 2020 - May 2020

- Designed and developed a specialized Chatbot module to provide information about COVID-19 in ASL animation, catering specifically to individuals with hearing difficulties. Built the Chatbot module from scratch, incorporating user-friendly features and ensuring accessibility for the target audience.

## PROJECTS

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### Friends of Washington grove - Eureka 2021 Design Challenge

- We created a three-pillar plan for Washington grove park managers to educate and engage visitors of the grove through the improvement of signage and their current website. We also designed an interactive mobile app to help visitors better understand the grove. Link to the presentation - <https://bit.ly/eurekapresentation>

### Brighton Memorial Library Website (Usability Testing)

- We performed usability testing of the library's website to identify gaps that affect the overall customer experience of visitors to the library. We recruited seniors who represented most of the library's visitors to perform various tasks on the website. Based on the findings, we provided recommendations to the library management to optimize the website's usability and provide a better experience for the user.

### Urbangenics - An Urban Farming app

- Designed a mobile app for urban farming, which helps users build farm spaces on balconies, driveways, and other at-home locations. The research included contextual inquiries with residents of Bangalore.

### Hustle.io - A social fitness app

- Partnered with a fitness center in Bangalore to build a fitness app that motivates users through community collaboration and guides them through their fitness journey. The research included a series of interviews and surveys. We also conducted a Healthy is the new skinny campaign to promote the idea that everyone is on their journey to being healthy and no two healthy bodies look alike.

## EDUCATION

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### Master of Science, Human Computer Interaction

Aug 2021 - Present

Rochester Institute of Technology

### Bachelor of Technology, Electronics and Computer Engineering

Jun 2017 - Jun 2021

Vellore Institute of Technology

GPA: 8.07/10

## SKILLS

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**Tools:** Figma, Zeplin, Adobe CC, Sketch, Marvel, Android Studio, Miro, Arduino, Microsoft Office Suite

**Design:** Interaction Design, User Research, User-Centered Design, Wireframing, Prototyping, Information Architecture, Statistical Analysis, Heuristic Evaluation, Usability Testing, Accessibility

**Programming languages:** HTML, CSS, Javascript, Python, C, C++, Java