

Sankalp Bharat Raut

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SUMMARY

Results-driven UX Designer & Architect with 5+ years of expertise in creating intuitive digital experiences and physical spaces through user-centered design methodologies. Demonstrated success in conducting comprehensive user research, developing information architecture, and delivering high-fidelity prototypes that drive user engagement and satisfaction. Proficient in translating complex requirements into simplified design solutions, leveraging architectural thinking to create cohesive user journeys and spatial experiences. Strong track record of collaborating with cross-functional teams to implement iterative design improvements based on user feedback and analytics. Combines strategic vision with technical expertise in industry-standard tools including Figma, Adobe Creative Suite, and Sketch to deliver impactful solutions that balance user needs with business objectives.

SKILLS

Design Skills: User Interface Design, Wireframes, Interaction Design, Graphic Design, Motion Design, Visual Design, UX Design, Human-Centered Design, User Centered Design (UCD), Illustrations, Iconography, Responsive Design, Typography, WCAG, Branding, Design Systems, Micro-interactions, Journey Mapping, Design Thinking, Usability Testing, Prototyping, A/B Testing, Information Architecture, User Personas, Storyboarding, Heuristic Evaluation, Ergonomics, 3D Visualization, AI for Design, HTML, CSS, JavaScript, React, Angular, Vue.js, Tailwind CSS, Agile Methodology

Research & Testing Skills: User Research, Competitive Analysis, Mixed Methods Research, Data Analysis, Usability Testing, User Interviews & Surveys, Empathy Maps, Persona, Stakeholder Interviews, On-site Observations, Ergonomics, Quantitative & Qualitative Research, Analytics & Metrics, Heuristic Evaluation, Information Architecture, AI for Design, Storyboarding

Tools: Figma, InVision, Framer, Adobe XD, Sketch, Miro, FigJam, Webflow, Shopify, Balsamiq, Uxpin, Zeplin, Ceros, Hotjar, Qualtrics XM, UserTesting.com, Adobe Creative Suite (Photoshop, Illustrator, After Effects, Premiere Pro, InDesign), Sensei, Slack, Jira, SketchUp, Revit, Lumion, Enscape

EXPERIENCE

Amipi INC, NYC, New York | CX Designer

Sep 2024 – Present

- Spearheaded the redesign of **Amipi Diamonds' B2B e-commerce platform** catering to wholesale diamond buyers, driving a **10% increase** in conversion rates and **15% improvement in user engagement metrics**.
- Conducted an in-depth audit of the existing platform, leveraging competitive analysis, user feedback, and analytics to identify areas for optimization, resulting in a **10% boost in Net Promoter Score (NPS)**.
- Enhanced user experience by optimizing the visual layout for diamond purchasing, resulting in a 20% reduction in clutter.

Seidenberg Creative Lab, New York City, NY | UX Designer

Sep 2023 - May 2024

- Led **cross-functional workshops**, developing **customer journeys** and **service maps** that improved student access to academic tools.
- Conducted **user research** and created personas to guide the software development process, applying **human-centered design principles**.
- Designed and optimized **responsive web pages** using HTML5, incorporating feedback from **usability testing** to improve engagement.
- Created **wireframes**, **prototypes**, and **high-fidelity mockups** using **Figma**, **Sketch**, and **Adobe XD**, improving project collaboration and reducing design-to-development time by **30%**.

Fest LLC, New Canaan, CT | UX Designer

Sep 2023 - Jan 2024

- Conducted **qualitative** and **quantitative research**, including **surveys**, **cognitive walkthroughs**, and **usability tests**, to inform the redesign of Beertrail.com.
- Collaborated with **cross-functional teams**, leading **end-to-end product design** processes from **user research** to **prototyping**.
- Developed detailed **user personas** and **journey maps** to align design strategies with user needs and business goals.
- Performed competitive analysis and heuristic evaluations** to identify UX/UI opportunities and deliver enhancements, increasing product adoption by 22%.

ADND Design Studio, Mumbai, India | UX Designer & Architect

May 2019 - Jun 2022

- Led **user-centered design projects** for home automation interfaces, conducting **user research**, **on-site observations**, and **A/B testing** to improve usability and satisfaction by 20%.
- Collaborated with **designers**, **engineers**, and **stakeholders**, utilizing **SketchUp** and **Revit** for **3D prototyping**, ensuring design solutions integrated **user insights** and aligned with architectural principles.
- Managed multiple projects, organizing **visioning workshops** and **critique sessions** to balance client needs with design vision, delivering outcomes within tight deadlines.

Drinkwater Design Studio, Mumbai, India | Architect

Jan 2018 - Jun 2019

- Spearheaded the **redesign of 50+ retail spaces**, enhancing brand consistency by **40%** and improving **customer engagement** through **user-centered design** and feedback-driven spatial layouts.
- Conducted **user research** through interviews and on-site observations, collaborating with **interior designers** and **stakeholders** to optimize store layouts and navigation.
- Utilized **Adobe Creative Suite** and **SketchUp** for **3D visualizations**, increasing flagship store sales by **20%** and boosting customer satisfaction by **15%**.

EDUCATION

M.S. in Human-Centered Design | Pace University, New York, NY | GPA: 3.97

May 2024

PROJECT

CHALLENGE-BASED INNOVATION A³ | CERN IDEASQUARE, GENEVA

Nov 2023 – May 2024

- Engaged in design thinking to address **global UN SDGs** using **deep tech** from CERN, fostering innovative solutions through a **user-centered approach**.