

Roucha Karmaarkar

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Summary

UI/UX designer with 2 years of experience, specializing in user research, Aldriven interfaces, and scalable design systems. Expert at transforming complex user needs into intuitive, high-impact digital experiences through data-driven iteration and seamless prototyping.

Experience

User Experience Designer (Intern)

TWIMBIT | JULY 2025 - PRESENT

- Led the UI/UX redesign of the corporate website and B2B microlearning platform using user research, competitor benchmarking, and information architecture.
- Designed "Buddy AI" an internal AI assistant end-to-end, implementing conversational UI and interaction models for enhanced AI driven user experiences.
- Managed the full design lifecycle, from wireframing and user testing to high-fidelity prototyping and developer handoff.

Visual Design (Consultant)

2CENTS CAPITAL | DEC 2024 - APR 2025

- Developed the visual identity for "Synapse," a flagship FinTech product, establishing a scalable design system and brand ecosystem.
- Enhanced website UI/UX, implementing conversion focused design changes that directly increased user engagement and business growth.

User Experience Designer

FREELANCE | JAN 2024 - DEC 2024

- Delivered responsive web design solutions for Lifestyle, Real Estate, and Beauty brands, focusing on user-centric interfaces and prototyping.
- Translated business requirements into intuitive digital experiences through rigorous user flow mapping and IA optimization.

Visual Design (Intern)

DIGITAL IPSUM | APR - JUN 2022

- Executed digital assets and print collateral for 10+ brands, ensuring strict adherence to visual identity systems and style guides.
- Produced high volume marketing content, maintaining brand consistency across diverse social media and digital platforms.

Brand designer

HACK-X SECURITY | OCT - DEC 2021

- Spearheaded the "Hack-X Node" product identity, designing the core logo and ecosystem for a successful market launch.
- Established corporate brand guidelines, standardizing typography and color systems to ensure cross-platform consistency.

Education

MIT World Peace University

B.Des Visual Communication (University Rank 1)
9.25 CGPA | 2019 - 2023

Millennium National School

10th - 94% | 2017
12th - 89% | 2019

Certifications

Google UX Design Specialization

Mastered the end-to-end UX process including research, wireframing, and high-fidelity prototyping with a focus on accessibility and iterative testing.

Executive Postgraduate Certification In UI/UX Design

IIT Roorkee Advanced specialization in user centered design systems, interaction design, and product strategy for complex ecosystems.

Skills

Design

User experience, Interaction design, User interface, Physical and digital prototyping, Lo-fi and Hi-fi wireframing, Product mockups, Design system, Responsive design

Research

User interviews, User testing, Information architecture, Journey mapping, Quantitative analysis, A/B testing, Heuristic evaluation

Software

Figma, Lovable, Replit, Illustrator, Photoshop, InDesign

Soft skills

Rapid iteration, Cross-functional collaboration, Critical thinking and problem solving, Storytelling, Stakeholder management, Adaptability