

# ROHIT DASGUPTA

Phone: +91 99200 32732 | Email: [rohit.dasgupta05@gmail.com](mailto:rohit.dasgupta05@gmail.com) | Location: Bengaluru

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## THOUGHT OVER DESIGN

UX UI Design Director, Mumbai, Aug 2015—September 2023

Led the UX & UI team at the studio including creative direction for the team, setting up SOPs, communicating and presenting outcomes, tracking timelines and project goals and business development.

### Highlights:

- Led 20+ UX UI projects from design to product launch
- Successfully closed 12+ UX UI business leads over a span of 3 years (UX UI projects accounting for 20% of studio revenue)
- Mentored 4 designers in Human Interface Design principles to successfully launch 10+ projects
- Set key design SOPs improving the average project lead time from 6 to 4.5 months

### Key projects summarised below:

#### LOVELOCAL

Design Lead & Project Manager, 2021-2023

Digitising kirana stores across India serving 2.5 lakh customers across 35 cities in over 1,000 pin codes

- Led the systematic design overhaul of 3 LoveLocal application — Consumer App + Website and Retailer App over 3 years
- Reported directly to the CEO and Product Lead. Led and managed a team of 3 interdisciplinary designers
- The design sprints involved rapid design iterations based on the feature / flow brief, prototyping, qualitative user testing for feedback and design reviews with the product lead before handing off for development.
- The redesigned app contributed to the launch of the ad marketplace within the Consumer App + Website

#### THE WHOLE TRUTH

Design Lead & Project Manager, 2020-2022

Healthy packaged food D2C brand valued at Rs 600 crore with a operating revenue of 4.83 Cr

- Led the design of The Whole Truth website UX and UI experience after a brand strategy and identity refresh.
- Reported directly to the CEO and Product Lead
- The design process involved wireframing, quick prototyping for proof of concept, creating a visual language for the website, and the UI for the complete website.
- As part of a continuous engagement, I was responsible for understanding new requirements, translating it to a creative brief for the UX UI team, setting timelines, creative direction, presenting outcomes and feedback loops.

#### UGAOO

Design Lead, 2022

One of India's leading nursery D2C brands with a net revenue of 18 Cr with over a million orders fulfilled

- Designed the Shopify website for Ugao after an identity refresh.
- Reported directly to the CEO and project manager and, development agency.
- The process started with scoping out the project, deliverables and timelines with the Ugao founder. The design process started with an exercise to map out the information architecture and major UX flows for the ecommerce site. We then moved to designing the UI look and feel where I directed and designed the outcome along with the UX UI team.

#### WADHWANI AI

Design Lead, 2019-2021

AI not-for-profit serving underserved communities with interventions in agriculture, maternal child healthcare and TB

- Led the redesign of Wadhvani AI's website alongside a strategic rethinking of the organisation in line with their growing mandate.
- The redesign began with simplifying the information architecture keeping in mind the diverse audience including researchers, AI engineers, government bodies and officials and international and domestic partners and donors.
- A significant part of the project involved creating a UI style that would reflect their tech prowess while appearing approachable. Once the visual language was in place the remaining screens and content was designed to fit the templates designed before being handed off for development.

#### Other Projects

Senior UX UI Designer, 2015-2019

Sleepycat, Nitco Tiles, Soch, Samsung India, India Climate Collaborative, Sensing, EVO foods, Ellementry, Jiffy Eats & Hermosa

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#### Srishti Institute of Art, Design & Technology

Professional Diploma in Art & Design, Bengaluru, 2011-2015

Grade: 3.52 / 4

Minor in Museum & Gallery Art Practices

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#### INTERESTS

Political philosophy - Political innovation & conceptual change (Ball, Farr & Hanson), The Foundations of Modern Political Thought: Vol 2 Renaissance (Quentin Skinner), Imagined communities (Benedict Anderson) — In general the genealogy and history of concepts  
Science fiction - Angel Stations (Gary Gibson), The Kingkiller Chronicles (Patrick Rothfuss), Stories of your life (Ted Chiang)