

Romit Soley

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EXPERIENCE

CommercelQ

Senior Product Designer

Bengaluru, India

May 2022 - Dec 2022

- Overhauled and revamped legacy Design System for 6 products resulting in faster product releases by 80% and reduction in code rework rate by 70%
- Designed training and mentoring programs for 7 designers; reduced onboarding time by 50%
- Optimized product experiences by 60% through comprehensive visual audits of products and flows; generated 40% more leads in customer acquisition and reduced bounce rates by 25%

Zetwerk

Senior Product Designer

Bengaluru, India

Oct 2021 - May 2022

- Renovated 2 ERP products with improved IA and usability evolve in 70% improvement in user experience
- Optimized research methodology resulted in 50% reduction in analysis time, driving faster and informed decision-making for internal and external users
- Evangelized the research insights across product, design and business team to help them make more informed decisions by 85%

PubMatic

Senior Product Designer

Pune, India

Sept 2020 - Oct 2021

- Converted Site and App inventory product with 45% feature adoption by surveying 15 users and comparative inspection
- Collaborated with 4 designers for component library and documentation resulting in efficiency in designer workflow by 70%
- Reduced onboarding of publisher products through focus group discussion and user interviews stem in removal of 40% of ambiguous features for publishers

Exxat

Senior Product Designer

Pune, India

Aug 2014 - Sept 2020

- Led the design vision and helped to set product direction and manage four designers
- Designed and overhauled 35 visual designs for product and marketing increasing brand value
- Reorganized the business workflow by 90% between design and development to save more time for 1000 clients
- Built 5 modules using ASP.NET MVC, C#.NET for allied health care modules and developed SSRS modules for reporting purposes

EDUCATION

Arizona State University

MS in User Experience

Mesa, AZ

Jan 2023 - Dec 2024

Symbiosis Institute of Technology

B.Tech in Computer Science

Pune, India

Jul 2011 - Jul 2014

Pad. Dr. D.Y. Patil Polytechnic

Diploma in Information Technology

Pune, India

Apr 2008 - Jul 2011

SKILLS

- **Design:** User Research, Design System, Product Design, User centered design
- **Tools:** Figma, Figjam, Sketch, Adobe XD, Google Analytics, Pendo, Marvel, Dovetail, Qualtrics
- **Coding:** Angular 8+, ASP.NET MVC, C#.NET, .Net Core, SQL, SSRS, Python, CSS/SCSS, jQuery, JavaScript