

ROHIT HANSRAJ

Senior Product Designer

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PROFILE

Senior product designer with 5+ years of design experience, including product and UI/UX work since late 2021. I shape enterprise systems, connected services, learning products, and AI-powered experiences across product architecture, interaction design, and visual systems for mobile and web. Experienced in remote collaboration with international teams, from early concepts through implementation handoff.

EXPERIENCE

School of Coding & AI | Senior UI/UX Designer | 2025–Present

- Lead design across Be Finance Fluent, an investment product, and EMD, an internal HR system. Be Finance Fluent has launched for Aston University students and is available on Google Play.
- Designed learning progression, XP mechanics, and animated characters for Be Finance Fluent, alongside an educator-portal prototype. Early feedback from Aston University students and other testers has been positive.
- Designed EMD workflows and a shared component system across 17 modules, supporting parallel work with another designer. The system, including its Jobs Module, is in regular internal use.
- Work remotely with an international team and a UK client; use AI tools for concept exploration, logic mapping, prototyping, and content iteration.

Independent | Product Designer | 2025

- Designed live and early-stage products across connected services, AI-assisted finance, hospitality, and creator marketplaces.
- WePong: designed a connected table-tennis experience across the mobile app, live TV scoring, Hebrew RTL flows, and administration. The mobile app is live on Google Play. [Google Play](#)
- Explored AI-assisted portfolio decisions, conversational hospitality workflows, and a two-sided 3D-printing marketplace with AI model creation and print customization; these products have not launched.
- Designed and launched two PakaTec websites, including a multilingual site and a conversational AI experience.

WeAddo | Product Designer | 2025

- Designed marketing websites and contributed to a healthcare-focused app, shaping its interface and user experience.

Ment Tech Labs | UI/UX Designer | 2024

- Designed interfaces for Web3 products, including decentralized apps and crypto dashboards.

Greysprings Software Solution | UI/UX Designer and Game Designer | 2021–2024

- Redesigned gameplay and narrative systems for a children's activity app; designed characters, environments, mechanics, and interfaces across shipped game titles.

Pratilipi | Graphic Designer Intern | Mar–Aug 2021

- Created marketing visuals for Pratilipi Comics.

CAPABILITIES

Product design Information architecture · Interaction design · Design systems · Prototyping · Mobile and web · Gamification · Accessibility · RTL localization

Tools Figma · Codex · Claude · Figma Make · Spline · Blender · Adobe Creative Suite

Domains Enterprise software · AI-powered products · Learning · Fintech · Hospitality · Healthcare

EDUCATION AND RECOGNITION

Bachelor of Design, Communication Design · National Institute of Design, Haryana · 2017–2021

DCDC-6 Animation Design Winner, IIT Bombay · 2020

Game Design: Art and Concepts Specialisation, California Institute of the Arts · 2023