

SAROBAR KASAJU

SENIOR PRODUCT DESIGNER (UI/UX)

BANK OF AMERICA

AUGUST 2024 - PRESENT

Senior User Experience Designer

- Leading the creation of a new design system for a flagship product, ensuring seamless alignment with the company's main design system while maintaining consistency and introducing new, scalable patterns.
- Collaborating with cross-functional teams to define and implement design solutions that balance user experience, business goals, and technical feasibility.
- Assisting in the development of a Point of Sale (POS) system with a focus on user experience, accessibility, and efficiency, ensuring WCAG compliance.
- Driving design decisions backed by user research, data, and best practices to enhance product engagement and functionality.

portfolio.sarobar.com
linkedin.com/in/sarobar
sarobar@gmail.com
(320) 761-1430

Dedicated and innovative designer with over 14 years of experience, excelling in leading large-scale strategic product initiatives from concept to completion. Skilled at solving complex problems and translating them into visually compelling, user-centered solutions.

RED VENTURES

JUNE 2018 - NOVEMBER 2023

Senior Product Designer

- Led the design of innovative features for The Points Guy App, streamlining user journeys and delivering actionable solutions that boosted engagement and user satisfaction on both iOS and Android platforms.
- Developed a high-impact learning center for Bankrate.com, enhancing the value proposition and user experience for financial professionals through close stakeholder collaboration.
- Drove best-in-class product experiences across industries like finance, travel, and energy by partnering with cross-functional teams.
- Crafted user-centered B2C financial products for Bankrate.com with clear information architecture and intuitive multi-step flows—resulting in increased traffic and revenue.
- Led the rebranding and redesign of SaveOnEnergy.com, applying industry research and best practices to achieve a 30% boost in conversion rates.
- Developed design systems, enabling efficient product development through a unified component framework. This approach fostered distinct brand identities while streamlining engineering efforts, accelerating design iterations, and guaranteed WCAG 2.0 accessibility compliance.

Committed to crafting designs that are user-focused, business-driven, and technically sound—while fostering empathy, accessibility, and inclusion throughout the process.

EDUCATION

St. Cloud State University

Bachelors of Fine Arts

Studio Arts: Graphic Design

Magna Cum Laude

TOOLS

Figma, Figjam

Sketch

Miro

Adobe Creative Suite

UI Animation, Lottie

Jira, Asana, Confluence

HTML, CSS

Wordpress

- Produced user interfaces and experiences to life with engaging animations (micro-interactions, SVGs, Lottie) and established clear transition guidelines, ensuring smooth user journeys and enhanced product clarity.
- Led a team of 3 junior designers, equipping them with design principles and software expertise to fuel their professional growth. Through effective collaboration across departments to understand user needs, this approach contributed to the success of web applications for Bankrate.com and SaveOnEnergy.com.

NATIVEX, MOBVISTA

JAN 2012 – JUN 2018

Senior Web, Interactive & Visual Designer

- Leveraged qualitative and quantitative user research to develop innovative gamification strategies that drove in-app monetization for top mobile games like Temple Run and Subway Surfer. This data-driven approach enabled user-centric design solutions that boosted engagement and in-app purchase activity.
- Collaborated with business owners to understand their objectives and identify growth opportunities, translating insights into effective design solutions. Contributed to brand development through marketing initiatives, design testing, and close collaboration with marketing specialists to execute successful experiments.
- Collaborated with cross-functional teams, including product managers, content creators, editors, front-end and back-end engineers, researchers, and data scientists, to uncover the motivations behind user engagement and deliver a highly impactful product.

NOCK DESIGN GROUP

JULY 2011 – DEC 2011

Web & Visual Designer

- Collaborated directly with business owners to understand their needs, gather insights, and craft effective design solutions tailored to their goals.
- Designed and built marketing launchpads for startups, including brand identity, strategic roadmaps, websites, and compelling marketing collateral.
- Created engaging, motion-driven explainer and product demo videos to simplify complex concepts and enhance user understanding.
- Served as both designer and front-end developer, leveraging HTML, CSS, PHP, and ASP to create user-friendly interfaces and implement designs for WordPress and .NET-based client websites.

TECHNICAL SKILLS

UI/UX design
User-centered design
Design thinking
Wire-framing
Prototyping
Data-driven design
Competitive analysis
Interaction & micro animation
Mobile and responsive design
Creative strategy
Design systems
Product thinking
App Design
Accessibility

SOFT SKILLS

Adaptability
Mentor-ship
Empathy
Clear communication
Relationship building
Highly collaborative
Conflict resolution
Detail-oriented