

# ROHAN GAIKWAD

UX | PRODUCT DESIGNER

 ROHANGAIKWAD.COM  
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 724.777.6866  
 CUPERTINO, CA

## EXPERIENCE

### CISCO

Mar'18 - Present  
San Jose, CA

### UX/UI DESIGNER

Elevating Cisco's enterprise communication product experience to an industry competent level by being an end-user advocate and by delivering hi-fidelity UI mockups, flows, and prototypes, based on design rationale and principles. Additionally, orchestrating projects to create a comprehensive experience by enhancing product features and unifying design style throughout product suite.

### BROADSOFT

Acquired by Cisco  
Feb'16 - Mar'18  
San Jose, CA

### UX/INTERACTION DESIGNER

Crafted user-centered web experiences based on data, research, and iterative design, in a highly collaborative and dynamic work environment. Met strategic KPIs to critical components of Lenovo e-commerce by providing usability audits, user flows, wireframe specifications and QA. Highlighted projects include Owner's Portal, Laptop Search & Configurator, and Warranty Purchase.

### LENOVO

Jan'15 - Jan'16  
Raleigh, NC

### KOHL'S

Nov'12 - Jan'15  
Milwaukee, WI

### CUSTOMER EXPERIENCE DESIGNER

Engaged in strategic initiatives by providing User-Centered Design deliverables such as process flows, wireframes, scenarios, visual mockups, and prototypes. Highlighted projects include Global Inventory Visibility, Transaction Redesign, Credit Application, Partial Clearance, and Gift Cards.

### PROOTY MOBILE

Jan'12 - May'12  
Pittsburgh, PA

### USER EXPERIENCE DESIGNER

Conceptualizing and designing UIs and flow of an unique "Mobile Theme Editor", facilitating business owners to design and develop websites optimized for mobile devices.

### BANK OF AMERICA

Jan'12 - Aug'12  
Pittsburgh, PA

### CAPSTONE PROJECT | UX DESIGNER

Part of 5 member interdisciplinary team in MHCI Capstone project sponsored by Bank of America. The project was tasked with researching, designing, prototyping, and user testing an innovative product in the space of multi-device collaborative banking.

### CELEKT

May'10 - Aug'10  
Vaxjo, Sweden

### INTERACTION DESIGN INTERN

Worked on a variety of projects as a user researcher and a designer. Conducted user testings to understand user acceptance to newer technologies in learning. Designed logo for the first NordiTel Symposium. Designed and Developed website for project LETS GO.

### INVENDES CONSULTING

May'09 - Jun'09  
Bangalore, India

### INTERACTION DESIGN INTERN

Wireframed for Invendes' client, purposed to create a web-ecosystem to trade eco-friendly products. Worked closely with the founder to design various e-commerce pages by following the design process.

## EDUCATION

### CARNEGIE MELLON UNIVERSITY

Master of Human-Computer Interaction  
Aug'11 - Aug '12

### INDIAN INSTITUTE OF TECHNOLOGY, GUWAHATI

Bachelor in Design  
Aug'07 - May '11

## SKILLS

### DESIGN

User-Centered Design  
Information Architecture  
Systems Approach  
Task Flow Maps  
Wireframing and Specifications  
Omni-Channel & Responsive Web  
Mobile Wireframing  
Personas, Scenarios & Story Boarding  
Typography and Color  
Contextual Interviews  
Diary Studies and Card Sorting  
Affinity Diagrams  
Rapid Prototyping (Low to Hi-Fi)  
User Testing

### SOFTWARE

Adobe CC Tools  
Photoshop  
Illustrator  
Sketch  
Invision  
Lingo  
Axure  
Indesign  
Balsamiq  
Omnigraffle  
Omniture Adobe Site Catalyst  
After Effects  
JIRA

### PROGRAMMING

HTML & CSS  
Javascript  
Actionscript

## ACTIVITIES

Kohl's Cares Associates in Action  
Plantation/Cleanup Drive 13,14

Design team, Alcheringa  
IIT Guwahati 09,10

Member and Choreographer, Dance Team  
Manthan, IIT Guwahati 07,08,09

Manual Robotics Event Organiser  
Techniche, IIT Guwahati 08

### OTHER

Soccer, Travel, Tech News, Concerts