

ROHAN GAIKWAD

SENIOR PRODUCT DESIGNER

 ROHANGAIKWAD.COM
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 724.777.6866
 SUNNYVALE, CA

EXPERIENCE

FREEDOM FINANCIAL NETWORK

Feb '20 - Present
San Mateo, CA

SENIOR PRODUCT DESIGNER

Closely partnering with product management and engineering to design the next generation Home-Equity Line of Credit (HELOC) application experience for Freedom Financial Network. Projects include guided application experience, email & SMS communication, document management dashboard, and savings strategy selection. Concurrently designing the Mortgage Advisor facing portal experience.

TEN-X

Sept '18 - Jan '20
San Mateo, CA

SENIOR PRODUCT DESIGNER

Ten-X is the largest online real estate auction platform with over \$50 Billion in assets sold. Lead the design of the Auction Dashboard used by over 80% of the brokers and buyers on Ten-X platform, providing them an unprecedented real-time view of an auction. Lead the end-to-end design of Portfolio product which allows buyers to manage the sale of a group of properties. It has enabled the sale of over \$200 Million worth of commercial assets.

CISCO WEBEX

Feb '16 - Sept '18
San Jose, CA

UX/UI DESIGNER

Lead the biggest redesign effort of BroadSoft's unified communications platform leading to its \$1.9 Billion acquisition by Cisco. Worked as a lead product designer and managed 2 UX designers to deliver highly customized AT&T Collaborate application bagging \$2 Million contract for BroadSoft. Responsible for integrating Intellinote (acquisition) into BroadSoft's product suite and thereby creating a seamless user experience design system.

LENOVO

Jan '15 - Jan '16
Raleigh, NC

UX/INTERACTION DESIGNER

Lead the design of the 2nd most visited webpage on Lenovo.com averaging 2 million views/month, to create a guided laptop shopping experience resulting in 7% decrease in bounce rate. Exceeded KPI goals of critical components of Lenovo e-commerce by providing usability audits, user flows, wireframe specifications, design documents, A/B testing analysis, and QA.

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.

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
Design Systems
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

FRAMEWORKS & LIBRARIES

Bootstrap 4
Ant Design Pro
React
Django

PROGRAMMING

HTML, CSS, and Javascript
Python

SOFTWARE

Adobe CC Tools
Figma
Sketch
Invision
Photoshop, Illustrator
Postman
Hotjar
Miro
JIRA & Confluence

ACTIVITIES

Botsociety.io UX Expert Interview
Jun '18

Capstone Advisor, University of Michigan
Jan '18 - Jun '18

Design team, Alcheringa
IIT Guwahati 09,10

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

OTHER

Hiking, Travel, Tech News, Entrepreneurship