ROHIT KASHYAP
Product Designer

+91 9538793098

rohit.uxdesign@gmail.com

www.linkedin.com/in/kashyap-rohit

Bangalore, India

Professional Summary

- 6+ years of experience in User Experience Design(UX), Interaction Design, Prototyping, Design Strategy, User Research, Design thkinking, User Centered Analysis, User Centered Design, Usability Analysis.

- Worked for global Mercedes-Benz (Daimler AG) and Panasonic design teams for mobile apps, websites and enterprise products.

- Expertise in Automotive experience design, In-Car as well as out car experience design and Android Automotive OS.

- Successful integration of Design process in AGILE environment and delivery of multiple user facing and B2B projects. Successful user retention and increased website revenue and conversion rates.

- Translation of requirements to design goals in alignment with technical limitations and the factors which drive business.

- Experienced in conducting and collaborating for Design Thinking and User Centered Design workshops.

Portfolio Link

https://www.kashyapdesigns.com

Certifications

- Certified Usability Analyst (HFI-CUA™)
- Human Computer Interaction
- Design Thinking
- Mobile User Experience
- Web Design for Usability
- UI Design Patterns for Successful Software
- Agile certification from GoodAgile

Experience

Nationale-Nederlanden Bank (Amsterdam)

Product Designer ● Jan 2023 - Feb 2023

- Design for products of 'Arrears Mortgage' ecosystem.

Travix (Trip.com company, Amsterdam)

Product Designer ● Jan 2022 - Dec 2022

- Design experiences for our target user base of travel industry for web as well as for mobile.
- Collaborate with Product Managers, Data Analytics and Development teams and craft holistic user experiences for different segment of the customer journeys.
- Define and conduct A/B tests and gather insights to implement data informed designs to drive essential business cases and better conversion rates.

Panasonic (India Innovation Center)

UX Designer ● May 2020 – Jan 2022

- Lead the Designs for iOS and Android apps and websites.
- Responsible for the end to end design iterations from conceptualisation to feature releases.
- Collaborating with Product Managers, Architects, Development & Testing teams for UX deliveries.
- Responsible to UX reviews and Usability Analysis of all the main innovative products.
- Mentor junior Designers.
- Established design process in fast moving development along with Kanban model.
- Think tank for innovative ideas and new products in alignment with business and user needs.

Mercedes-Benz R&D India

UX Designer ● Nov 2016 – Mar 2020

- Part of a Daimler design team and working on iOS, Android apps and websites.
- Travel, collaboration and engagement with product owners, UX Designers, developers and cross domain teams spread globally (Germany & USA).
- Create Design Strategies and integrating design processes in AGILE driven teams.
- Collaborate with global teams for user interviews and user research.
- Created UX deliverables for Design Thinking iterations like Customer Journeys, Scenarios, Task Flows and Information Architectures.
- Responsible for Interaction Design, Visual Design, Wire-framing, Prototyping and Rapid prototyping, competitive product research.
- Think tank for innovative ideas and new products in alignment with business and user needs.
- Execute industry standard benchmark design process (Design Thinking, User Centered Design) and collaborate and conduct workshops and activities.
- Design original, creative and human-centered experiences for complex design problems.

BOSCH

Senior Developer ● May 2013 – Oct 2016

- iOS App Development

Sasken Technologies Ltd.

Software Engineer ● May 2010 – Oct 2012

- iOS App Development.
- Development in C

Software Skills

Figma • Sketch • Adobe XD • Zeplin • Invision App • Marvel • Flinto • Keynote

Education

Bachelor of Technology (Computer Science) - 2005 to 2009

Dr. A.P.J. Abdul Kalam Technical University, Lucknow