Rohan Kusre UX/UI/Branding

rohankusre.design

Work

2015-2016

Lendsnap
Lead Designer
• Worked directly with CTO and CEO to develop web-based mortgage lending software
• Created user profiles, user flows, wireframes and mockups
• Rebranded the company and created a style guide
• Creating (and curating) a 70+ page product specification guide for developers

2012-2015

Crowdentials
Lead Designer/Co-Founder
• Established our brand identity
• Handled the UX/UI for all of our software and websites
• Helped raise $500k and manage up to 12 employees
• Created several infographics and all of our marketing material
• Crafted press releases, authored published articles, managed social media
• Handled month-to-month finances (QuickBooks) and all HR responsibilities
• Made over half of the total company sales and managed customer relations

2012-2013

530Funds
Lead Designer/Co-Founder
• Established brand identity
• Developed all of the UX/UI for our software and our websites
• Created all marketing materials

2012

FlashCrop
Lead Designer
• Designed the entire iOS application
• Created marketing materials to promote the app

2012-2013

The Athens News
Assistant Design Director
• Laid out ads and content on deadline
• Created ads and reorganized ad work flow for deadline
• Created original illustrations for several feature spreads

Internships

2009-2011

Cincy Chic
Marketing Design Intern

Education

2009-2013

Ohio University
SCRIPPS School of Visual Communication

Software

Skills

• Mobile Design/Web Design
• Print Design
• Infographics
• Branding
• Agile/Lean Development Methods
• Version Control
• HTML/CSS
• Marketing Strategy
• User Acquisition/Retention
• Wireframes, Mockups
• Investor/Shareholder Presentation