

Rohit Methwani

Product Designer at Miko.ai



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I leverage my **2+ years** of industry experience to help companies grow their products through exceptional design

Experience

Product Designer (Product) – Squareoff (Oct '21 – Oct '23)

- Designed an asynchronous support experience that would help users troubleshoot problems and solve them that helped reduce customer support queries by ~35% and prevent unnecessary replacements saving money for the company.
- Improved users' onboarding to have a seamless experience and also decreasing initial drop-offs by ~30% and TAT by ~50% till the first game.
- Optimized rating system to improve rating from 3.9 to 4.3 on the App store.
- Developed user personas and user flows to guide design decisions, resulting in a 25% increase in user satisfaction.
- Moved focus to an "Experience-first" approach from earlier followed "Feature-first" approach.
- Conducted the first experience-led campaign to understand user behavior. Talked with users and got to know their perspectives about the product.
- Presented design solutions to stakeholders, resulting in greater support for design decisions and direction.
- Develop and maintain a design system ensuring consistency and scalability across the product.

UI Designer (Intern) – Thence Design Studio (June '21 – Oct '21)

- As an Intern, I worked in a team of 5 with 3 fellow designers and a Product Lead where in we designed a solution for a fitness platform for a sports giant-Royal Challengers Bangalore (RCB).
- I was responsible for designing the module for trainers which would help them to conduct online workshops seamlessly, along with managing the design documentation and handoff part.

Visual Designer – Studylink Classes (June ‘19 – June ‘21)

- As a Visual Designer, I worked closely with the founder to design their all needs such as website, posters, social media posts.

Associate Designer – White Graphics (May ‘19 – June ‘19)

- Here, I worked alone as a designer where in I was responsible to design and develop company's website.
- Along with that I got some hands on experience in print media as well.

Projects

Quill – The padhai app • App redesign (Freelance) (Jan ‘21 – Oct ‘21)

- Quill is an educational platform created by Target Publications, Mumbai.
- The problem statement was to include all the new features by keeping the app playful and not very boring.
- I was responsible to design the app from start to end (research, design, test, handoff) as a solo designer.
- Here, I synthesized user insights (from older app) and new business requirements into feasible design decisions and deployed a MVP within 5 months.

[Full case study on Medium →](#)

Ready Components • Plugin development (Personal) (Mar ‘19 – Current)

- The plugin targets UI/UX designers, helping them to get the commonly required components on just one click.
- This was my personal project wherein I designed and developed a plugin for Adobe XD and Figma.
- It was also recognised in Adobe's curated plugin list in November, 2019.

[Full case study on Medium →](#)

[All projects →](#)

Recognitions

Adobe Plugins to jumpstart your design

Nov '19

The plugin was displayed in the list of curated plugins in Nov 19 version.

Education

Bachelor's in Computer Engineering

Aug '18 - June '21

Thadomal Shahani Engineering College, Bandra.

Average CGPA: 8.89

Diploma in Computer Engineering

Aug '15 - April '18

Vivekanand Education Society's Polytechnic, Chembur

Average Percentage: 88.40%