



# Rohit Mohan

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## Work Experience

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Sept '13 - present

### LinkedIn - User Experience Designer

New Delhi

- Worked in SlideShare engage and biz team; primarily responsible for engagement related (author related) features.
- Responsible for re-designing IA/navigation for SlideShare premium features when we released the features to all users. Also redesigned private uploads feature in roll-out.
- Collaborated with other product and marketing team in various campaigns and assisted other teams.
- Migrated all major engage and distribution mails to a responsive email framework.

Mar '11 - Sept '13

### Eperium India - User Experience Associate

New Delhi

- Conducting heuristic evaluation, gathering user research data and business requirements; translating them into UI specifications, wireframes and mockups.
- Responsible for creating design documentation (stylesheets, interaction design documentation, guidelines) and their implementation in the solution.
- Acted as a SPOC for some projects, responsible for co-ordinating with stakeholders and their business partners for successful implementation of projects.
- Sharing UX / UCD design process knowledge among the teams & implementation of best design practices.

Jun '10 - Feb '11

### Libsys Ltd. - Design Engineer

New Delhi

- Bringing the User Centered Design process to create more user friendly and intuitive solutions.
- Conceptualizing workflows and mockups for UI screens, Visual Design, Iconography and UI implementation with the development team.
- Providing design documentation (Stylesheets, Interaction Design documentation) for references.
- Designed print media material like corporate brochures, product catalogs, logos etc.

## Education

Text

2006 - 2010

### Bachelor of Design, Indian Institute of Technology, Guwahati

CPI - 7.99/10

Courses Included: Interaction design, design methodologies and techniques, usability methods and other HCI related courses

## Selected Projects

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### SlideShare PRO goes free

LinkedIn released slideshare PRO features to all users in a phased manner. Redesigned the IA for SlideShare pro features in various product flows and interfaces. It was widely covered by media & well recieved by users

### Responsive emails

Ported all major engage and distribution Slideshare emails to a responsive framework. Re-iterated and A/B tested mails to check. Saw increase in adjusted CTR by 7% - 20% for various emails.

### Next retail ecommerce store

Next retail is India's leading electronic store brand with online as well as offline presence. Led the design efforts for the entire shops and co-ordinated with implementation as well.

### Esize

Working as a UI designer to improve the application's experience over different browser and also correct GUI related issues.

### Lsmart

LSmart in a modern RFID/EM based solution for modern libraries for their day-to-day operations. Re-designed the entire UX with a user centered methodolgy, also created visual style for the entire application for admin as well as user.

## Skills

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<b>Design Techniques</b>	Brainstorming, Mind mapping, Contextual enquiry, Personas, Scenario building, Affinity analysis, Heuristic evaluation, Ethnographic techniques, Soft prototyping and User testing.
<b>Softwares</b>	Photoshop, Sketch (Mac), Balsamiq, Axure, Omnigraffle, Illustrator, Indesign
<b>Technology</b>	HTML5, CSS3, Bootstap, Foundation, Ink, JS, JQuery, Git

## Internship

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Jun'09 - Jul '09

### Middlesex University, London UK

Prof. Bob Fields

Developed interactions methods and response of an autonomous platform(bot) with external objects and sensors using MAX / MSP as the programming tool.

Jun'08 - Jul '08

### Impelsys, Bangalore

Developed interactions methods and response of an autonomous platform(bot) with external objects and sensors using MAX / MSP as the programming tool.