

Rohan Mohana

Product & Brand Designer

CONNECT

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EXPERIENCE

CoinGecko — Lead Product Designer

JANUARY 2024 – CURRENT

- Leading the product design team, including product design craft, performance management, and team career growth
- Overseeing all product design efforts across product verticals, especially our growth vertical which is focused on user engagement, signup conversion and activation rates.
- Developing and advocating for CoinGecko's brand guidelines & design system adoption throughout the entire organization
- Spearheading the UX research function within the design team including managing research hub data, establishing best practice research processes and ensuring continuous participant recruitment & retention.

XWP — Senior Product Designer

JUNE 2022 – ONGOING CONTRACT

XWP is a leading web design & development agency that serves clients such as Google, Twitch, Rolling Stone, Women's Weekly, Vice, Forbes and more. As a Senior Product Designer on the team I've:

- Led design & discovery on several projects for large enterprise clients that involved complex site migrations, multi brand design systems & implementation of accessibility standards
- Implemented a scalable and collaborative multi-brand design system for a women's media conglomerate, resulting in the seamless redesign, data migration, and replatforming of 15 different brands/sites including brands such as ELLE, Marie Claire & Women's Weekly. This initiative has delivered substantial time and cost savings, streamlined editorial workflow, reduced development expenses, and facilitated efficient stakeholder management across all 15 brands.
- Mentored & collaborated with multiple team members and clients across various time zones & cultures in a globally distributed organization

- Contributed towards company-wide design/delivery process improvements and best practices for our enterprise clients

Kidocode — Head of Design

JANUARY 2021 – PRESENT

- Rebranded the company and redesigned our website and online learning platform
- Helped in repositioning the company as a premium EdTech school, which grew our user base ($\approx+200\%$) and monthly revenue ($\approx+100\%$)
- Collaborated with the founders to improve processes and facilitate creative dialogue, collaboration, and workflows between design, marketing and business teams.
- Led quantitative and qualitative design research initiatives to execution, while keeping designers and business stakeholders aligned and engaged in the process
- Developed strong relationships with cross-functional teams by providing creative direction.
- Created, implemented and led the advocacy of our brand design guidelines
- Advised and consulted with leadership teams to help set short-, medium-, and long-term directions and operating plans for the application of brand & product designs
- Mapped business and design goals across a mix of complex product portfolios
- Created human-centered UI/UX solutions while considering the business value and feasibility of outcomes throughout the product development life-cycle

KPLAY — Lead Product Designer

JANUARY 2018 – DECEMBER 2020

- Designed multiple mobile applications, websites, and design systems for clients.
- Rebranded the company and redesigned our website
- Provided quality control over the design work for brand or product development work
- Managed the internal design team coordination and collaboration with clients
- Presented creative work to internal stakeholders, senior management and clients
- Led product design and development from research, design, testing and deployment
- Developed product strategy and strategic positioning for clients in the F&B, education and entertainment industries.

DKSH — Business Development Specialist

JANUARY 2017 – DECEMBER 2017

- Started the Industrial Applications (IAP) Business Line in Malaysia by bringing new partners and suppliers on board while systematically growing our customer database

- Strategically developed our product portfolio to gain higher market share and build turnkey solutions for Waste & Water, Energy & Power, Building & Applications.
- Provided solutions for companies in the areas of waste management, manufacturing, energy and recycling

DKSH — Management Trainee

JANUARY 2016 – DECEMBER 2016

- Project leader for setting up new Hospitality Equipment Business Line, including design and renovation of a new branch office with a demonstration kitchen, showroom and lab
- Project leader for the company's first ever participation in Malaysia's largest machine tools exhibition, generating over 1000+ leads for the Precision Machinery Business Line
- Grew our customer and client base to launch a new Specialized Industrial Applications Business Line, focused on providing environmental technology solutions

Penn State University — Research Assistant

JUNE 2010 – AUGUST 2010

- Developed a processing technique to stabilize electronic properties of transition metal oxide materials grown for use in novel oxide electronics and energy applications
- The technique was successful in re-stabilizing aged films resulting in direct material cost recovery of USD 5,000 and projected additional savings of up to USD 15,000 for future experiments

EDUCATION

Pennsylvania State University, USA — BSc. Material Science & Engineering

AUGUST 2013 – MAY 2015

Taylors University, MY — American Degree Program (Engineering)

AUGUST 2011 – DECEMBER 2012

SKILLS

Figma, Webflow, HTML, CSS, Python, Javascript, User Research, Experience Strategy, Interaction Design. Information Architecture, User Interface Design, Usability Testing,

Graphic Design, Copywriting, User Interviews, Surveys, Participatory Design, Task Analysis, Prototyping, User Personas, Wireframing, Competitive Analysis. Experience Maps, User Journey Mapping

VOLUNTEER WORK

Sahaja Yoga World Foundation & The Inner Peace Project, Global – Teacher

- Conducted meditation workshops at local schools to improve student attentiveness
- Taught meditation to \approx +100,000 people globally through musical programs, corporate workshops and school events