

Rohit Chhatre

Product Designer | UX/UI Design| UX Strategy

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Portfolio (<https://rohitchhatreportfolio.framer.website/>) LinkedIn (<https://www.linkedin.com/in/rohit-chhatre-6a783422b/>)

Hello. I am Rohit, Product Designer who aims to design elegant solutions that balance function, scalability, and user and business needs. Skilled in UX research, wireframing, information architecture, prototyping, and usability testing, with experience across design systems and cross-functional collaboration. Proficient in Figma, Framer, and AI-assisted design workflows that speed up execution without replacing independent design thinking.

SKILLS : Product Design | UX/UI Design | UX Research | Product Strategy | Product Thinking | System Thinking | Wireframing | Prototyping | Usability Testing | User Personas | Information Architecture | User Flows | Design Systems | Cross-Functional Collaboration | Stakeholder Communication | Data Visualization | Visual Communication | Behavioral Design | HTML & CSS | AI-Assisted Design | Video Editing | Packaging design | Design thinking | Interaction design .

EXPERIENCE IN TOOLS : Figma | Framer | VS Code | Claude | ChatGPT | Perplexity | Fusion 360 | Procreate | Unity | Adobe Photoshop | Adobe Illustrator | Nano Banana | Canva | Blender.

PROFESSIONAL EXPERIENCE

Marea Studio | Multidisciplinary Designer | August 2025 – March 2026

Designed across branding, graphic design, and UX/UI for a diverse portfolio of projects, contributing to campaigns in collaboration with globally recognised brands including Pokémon, Hello Kitty, Barbie, and Jelliemons. Additionally, managed social media strategy and content for Tangerine Dance Studio, overseeing brand communication across digital channels.

Seva Sahayog Foundation | Design Intern | May 2025

Executed a full redesign prototype for the organisation's website, including the development of a standardised icon set to establish a cohesive design language. Conceptualised and introduced a monthly newsletter to improve stakeholder communication. The publication reached over 1,500 recipients across individual contributors, volunteers, and corporate CSR teams, marking a shift toward data-driven communication within the organisation.

PROJECTS

Aarambh : Designed a booking experience for small-to-medium decoration setups, focused on reducing decision time and increasing trust in pricing, timelines, and quality. My Role was primarily in product planning, high fidelity screens, prototyping and primary research of the problem.

The Rebuilders rise (Game design) : Gamified approach to early intervention for compulsive hoarding behaviour. Behavioural design project where I worked on the ideation, UX research, development of the physical game, testing with the users and product demo video creation.

Bubbleshare : Transformed the experience of file / data transfer with aim to make the experience process delightful. Focus was on interaction design, not technical part. My role was on creation of mobile interface creation, prototyping, and micro interaction creation

Screen less drawing tab redesign : Identified 2 critical problems in the physical design of the drawing pad (Usability in compact spaces and ambidextrous capabilities) . Then worked on low, mid and high fidelity design of the solution introducing .

Vr game for financial education : Developed a vr game and an app for financial education for children . My contribution was through complete development of vr experience made through unity. Along with that worked on ideation of the allied app.

EDUCATION

NMIMS School of Design, B.des , Humanising Technology - 2023 –,2027 **Grades : Sem 6 CGPA: 3.38**

D.G Ruparel College. Arts stream - 2021 – 2023 **Grades : 75.17 %**

Swami Vivekanand School - 2010- 2021 **Grades : 90.20 %**

ADDITIONAL SKILLS

Hard skills : Blender 3d art, game design, digital art (Procreate, Krita, Photoshop), Packaging illustration, Basic Finance (P&L), Intellectual property laws. Softskills : Storytelling, good and clear communication (got a review from a past organization)