Rohit Mehta

Senior Product Designer

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Professional Summary

8+ years of product design experience with early stage-mid sized startups and large corporations. Skilled in solving design problems, visual and interaction design.

Skills

- Ideation
- Visual Design

- Product Thinking
- Interaction Design and Prototyping

Experience

Flipp – Toronto, ON

Senior Product Designer, 02/2019 to 11/2019

- Lead design for 2 of Flipp's mission-based teams, Growth and Utility of Content.
- Owned the design process for all projects including design planning, execution, reviews and user testing.
- Partnered with product managers and user researchers to identify problems.
- Proactively helped other designers on the team via Design critiques, 1:1 feedback sessions, Whiteboarding and ideations.
- Frequently partnered with stakeholders from business and partner technology to asses risks and gauge the impact of design solutions.
- Contributed to growing the design culture within and outside the design org.

Oracle – Toronto, ON

Senior UX Designer, 12/2018 to 02/2019

- Contributed to Eloqua and Account Profiler - Oracle Marketing Cloud.
- Partnered with product managers to design the in-app contextual help for Eloqua - Oracle Marketing Cloud
- Collaborated to define vision for the redesigned Account Profiler product under a tight deadline for Oracle Modern CX Summit.

Independent Product Designer – Remote 06/2017 to Present

- Nextforce Technologies (Palo Alto, CA)
- Epicenter Consulting (NYC, NY)

Ola Cabs – Bangalore, India

Senior Product Designer, 01/2017 to 06/2018

- Lead design for Ola Money, Payments & Progressive Web App Products.
- Partnered with product managers, design managers and designers to identify problems.
- Focused on core skills like ideation, wireframes, user flows, visual and interaction design, prototyping.
- Facilitated design reviews with designers and other stakeholders (product, engineering, design leadership, business) from the org.

Scandid – Pune, India

Lead Product Designer, 01/2013 to 01/2017

- Founding team member at Scandid.

- Lead design for the consumer product (iOS and Android apps, website) and B2B partnerships.
- Partnered with product and business to identify problems, opportunities, risks.
- Contributed to product growth, participated in the product thinking sessions.
- Focused on core skills like ideation, wireframes, user flows, visual and interaction design, prototyping.
- Facilitated design reviews with product, engineering and growth teams.
- Pitched Scandid at various events and platform (Seedstars world, PuneTech, Droid sync etc.)

Education

Bachelors of Commerce, University of Pune (2006-2010)

Case Studies

- **Case study #1 — Designing Flipp's Loyalty Card Addition Feature.**
  Read case study on medium

- **Case study #2— Designing Flipp's Item Share Feature.**
  Read case study on medium

- **Case study #3 — Designing Endless Browse.**
  Read case study on medium

- **Collection of my design projects at Ola, Scandid**
  See collection on medium

References

- Konstantino Kaptenias - Product Design Manager, Flipp
  Email - k.kapetaneas@gmail.com | Phone - (647) 704-3305

- Brad Scott - Former Senior Product Manager, Flipp
  Email - bradleyjwscott@gmail.com

- Salem Lin - Product Designer, Flipp
  Email - xephysilver@gmail.com | Phone - (647) 980-3369

- Madhur Khandelwal - CTO, Nextforce
  Email - madhur@nextforce.us