

ROHAN UPLAP

USER EXPERIENCE | PRODUCT DESIGNER

User centric UX/UI Designer with an outstanding track record of innovative product design, development, process improvements, and new product creation for worldwide programs and global user.

Visualize the big picture, form strategic plans, and lead global initiatives focusing on enduring value and ROI.

Strong cradle to grave UX and UI design expertise, strategic guidance, and experience driving projects to increase organizational effectiveness, system performance, and boost operational output.

EXPERIENCE

Applied Materials, Santa Clara, CA: Senior UX Designer, 2016-Current

Driving the UX/UI design cycle for BI Ops includes machine learning, data visualization and analytical dashboards for global business integration system.

Created a product brand by identifying audience expectations to make design more sustainable in the market competition.

Crafted the UI KIT components along with visual assets to resolve cross functional usability issues and support navigation pattern.

Partnering with product team, stakeholders and global user group to drive product life cycle with complex feedbacks on business logics and collaborates with dev team with .css specs for easy execution.

Designed 'revenue tool' plus 'B2B service management' systems for web/windows and mobiles devices for global service department.

Apple Inc. Sunnyvale, CA: UX Designer, 2015-16

Developed new designs from user flows, wireframes, and mockups for Apple's sales and marketing group, includes UI architecture of Apple's CRM.

Drove user research, usability tests and CX with visual design for Apple 'Sales Exception' B2C system which impacts apple's bulk/small scales costumer.

Enhanced Apple customer culture, by designing 'Apple event and campaign' management portal which supports B2B Apple marketing and event planning cycle.

EARLY WORKS: 2009-14

Microsoft Corp, Redmond,WA: UX designer-

Project: Analytical dashboard for SAP apps,
Team: MS-BI OPS

Microsoft IDC, India, Interaction Designer-

Project: Resource request management module,
Team: MS-RPM.

CenturyLink, Houston, TX: UX Associates-

Project: Data Inventory system,
Team: Century-link OMNIVue

Microsoft IDC, India, UX designer-

Project: Lync 2010- High contrast theme specs,
Team: MS- Unified communicator

Think Design Studio, india UX Designer-

Project: Web and micro site design for OEM ODM,
Client: Visiontek.co.in

IDC- at IIT Bombay- Research associates-

Project: Web Content producer,
Team: IDC design innovation lab

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Skills

Low / High Fidelity Design

Interactive Prototyping

Visual Designs

Persona/ Scenarios

Storyboarding / Use Cases

Workflows/ Wireframing

User Research/ Design Strategy

Contextual Inquiry / User Interview

Usability/ A-B Testing

Tools

Adobe CC- XD, Illustrator,

Photoshop, In-design

Sketch, InVision, Miro

Confluence, Zeplin, Jira, Azure RP

Education

2007-09

Masters of design, (IDC)
Indian Institute of Technology,
Bombay, India,
Major in **Visual Communication,**
(HCI) certification.

2014

Front end UI development
Genesis-USA, Sunnyvale

2018

UX design bootcamp,
Springboard

2022

Ongoing
Google UX design,
Coursera