

ROHAN SINGH

User Experience Designer

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WORK EXPERIENCE

Product Designer / DEC '14 - now
Sumo Logic

Led product design for the 3 highest requested customer features through the UX lifecycle of discovery, problem exploration, design exploration, user testing, iteration, and post launch iteration. These features proved to be strong competitive differentiators, prevented user churn, and received positive feedback from both novice and expert users.

Led a holistic information architecture redesign of Sumo Logic that garnered an average of 5.5/7 ease of use and appeal. The redesign made Sumo Logic future-proof by creating a framework for adding new features, making user workflows seamless, and enabling collaboration within the product.

Researched and defined user personas with another designer that defined product and strategy conversations at Sumo Logic. It helped the product development team target specific user groups and use cases to increase our NPS scores.

Installed and ran the UX debt process that systematically targeted quick usability wins. It received wide appreciation from the customer success team because it accelerated response time on usability issues reported by users.

User Experience Designer / JUL '11 - MAR '13
Techved Consulting Pvt. Ltd.

Led a team of 5 designers and developers to create a website for India's largest political party. Conducted stakeholder interviews, created wireframes and restructured the information architecture for the website.

Worked with Oracle Financial Services to create the next generation of their online banking portal. Worked with their UX team to conduct research, ideate, storyboard, and wireframe the portal.

Conducted usability research, created personas, wireframes, prototypes, and information architecture for clients in various industries including e-commerce, entertainment, furniture, apparel, aviation, and banking.

Project Highlights

Slack Sumo Logic integration

Created a Slack slash command integration for Sumo Logic that lets users quickly share snapshots of their dashboards and searches without logging into the website. Product management saw the business value it added for collaboration and prioritized it on the product roadmap.

Eaton – MHCI Capstone Project

Led interaction design for graduate capstone project. Researched, created, and tested concepts for the future of Switchgear-Human Interaction in commercial institutions to improve the safety, reliability and efficiency of power management.

EDUCATION

MS Human Computer Interaction
Carnegie Mellon University,
Pittsburgh, PA
/ JULY '13 - AUG '14

BE Computer Engineering
Mumbai University, Mumbai, India
/ JUL '07 - JUN '11

DELIVERABLES

User Journeys
Task Flows
Personas
Mockups
Prototypes
Wireframes
UX Success Criteria

DESIGN TOOLS

Sketch
Invision
Axure
After Effects

PROGRAMMING

For rapid prototyping
PHP
Javascript
Node JS
HTML+CSS
Java

RESEARCH METHODS

Contextual Inquiry
Usability Testing
Think- aloud
Focus Groups
Competitive Analysis
Affinity Diagramming
Heuristic Evaluation
Card Sorting
Surveys