

Rohan Pawar

Digital designer specializing in complex enterprise UX and 0-1 product development. Skilled at translating ambiguous vision into business requirements and polished, accessible designs that balance real-life needs with real-world constraints. 7+ years experience building products and brands for global audiences, from concept to execution.

rohanpawardesign@gmail.com | (585) 831-3809 | rohanpawardesign.com | Based in Brooklyn, NY

WORK EXPERIENCE

Shelf, by Koodos | Product Designer (Contract)

Feb '26 – current | New York, NY

- Rebranded a social media app, going from a marketing-focused brand book to an implementation-ready system of foundations (colors, type, grids), Figma design library components, documentation for developers, and full screens
- Enabled color customization feature by creating a three-tiered referential color system, allowing easy color swaps across the entire application's UI

Person Consulting | Senior Product Designer (Contract)

Aug '25 – Jan '26 | New York, NY

- Led UX and 0-1 product design for a brand-new digital gifting platform, translating founder's conceptual vision into high-fidelity, user-tested prototypes; then established product requirements for initial development phase
- Facilitated strategic workshops with C-suite and cross-functional teams to define & align on vision, technical feasibility, user desirability, monetization models, key user journeys, MVP scope, and ways of working

argo design | Product Designer (Contract)

Dec '24 – May '25 | New York, NY

- Designed features in enterprise-scale purchase platform for New York Life, consolidating fragmented legacy insurance sales systems (paper forms, NYL-owned digital products, agent-owned tools) into a single digital platform
- Collaborated with product, legal, and engineering to refine unclear requirements & align on technical feasibility
- Delivered detailed screens, specifications, and prototypes that balanced regulatory compliance with UX goals

media.monks | Product Designer

Oct '21 - Dec '24 | New York, NY

- Contributed to 15+ products; including experimental R&D (novel group video call tool), internal Googler tools (indoor Maps, search engine reorg, media management tools), and consumer-facing products (Google Shopping)
- Designed stopgap technical solution (iframe-based consolidation) that stabilized underperforming team, delivering leadership wins while mitigating tech debt; solution remains in production today and team has since expanded
- Facilitated strategic workshops with senior leadership to align product vision across ambiguous roadmaps
- Led UX for EU regulatory compliance initiative affecting 1B+ users across Google marketplaces (YouTube, Google Shopping, Android, Fitbit, etc.), creating system diagrams that aligned engineering teams on data pipeline architecture, and consulted with marketplace design teams on implementation requirements

Two Bulls | UX Designer

May '20 - Oct '21 | New York, NY

- Built comprehensive design system with 200+ responsive components for Lord Abbett's client-facing website redesign, collaborating with engineers to enable rapid development, consistent brand, and scale across markets
- Contributed to digital transformation projects for clients as part of full-service product agency, supporting brand development and UI design across web applications

PROJECT HIGHLIGHTS

Trendin.So – Led design for AI-powered social media analytics platform. Built a modular content framework of a variety of information formats (timestamp highlights, pull quotes, data visualizations, etc.) to accommodate the output of an AI agent that would be constantly evolving. Changing format to accommodate a changing output. Mentored junior designer through 2-week sprint from text-based AI output into functional product.

EDUCATION

B.F.A. in New Media Design – Rochester Institute of Technology, minor Communication

grad. 2020

SKILLS

UX Skills: Figma, User Research, Usability Testing, Interaction Design, Prototyping, Accessibility (WCAG, GAR)

Visual Design: Photoshop, Illustrator, After Effects, Cinema 4D, Photography/Videography, TouchDesigner