ROHAN AJAGEKAR

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Senior Product Designer | Design Mentor

UX Designer and Design Strategist with **Masters** degree from **Indian Institute of Technology, Guwahati** and **7+ years of industry experience**, delivering impactful, user-centered products adopted by over **100M+ global users.** Recognized for **driving design leadership and strategy** through **storytelling, critical thinking, and problem-solving** to craft meaningful, inclusive experiences that drive measurable business and customer success.

Expert in **conducting cross-functional design thinking workshops** to foster collaboration, align stakeholders, and elevate product quality. Proven track record of **leading teams to achieve high-value outcomes within finite timelines** by optimizing processes and workflows which scale across teams.

My work is **rooted in inclusive design principles**, ensuring that products are not only functional but also equitable and enjoyable for all users, including those with diverse abilities and needs. My expertise spans design advocacy, user empathy, adaptability, and design innovation in industries like **Telecommunication, SaaS, Cloud, Enterprise Unified Communications, Wearables, and Hospitality.**

As a leader, I'm all about fostering collaboration, identifying core problems, and empowering teams to create exceptional results. Whether it's solving complex challenges, championing accessibility, or designing for the future, **I'm driven to make a positive impact—for users, teams, and businesses alike.**

DESIGN AND VISUALIZATION TOOL EXPERTISE

UI/UX Tools : Figma, Adobe XD
Creative Suite : Adobe Illustrator, Photoshop, After Effects, Premiere Pro
3D Modeling and CAD : AutoCAD, Fusion 360, SolidWorks, ProE
AI and Visualization Tools : MIRO, CANVA, ChatGPT, MidJourney AI

AWARDS AND CONTRIBUTIONS

- **2024 Tech Innovator Awards:** Secured 1st place in the Unified Communications and Collaboration – SMB category for Customer Experience Essentials, outperforming 320+ applicants across the IT industry, including leaders in AI, cloud management, data analytics, networking, security, and storage.
- **Design Thinking Workshop:** Organized and led a 2-day remote workshop to evangelize design thinking among Product Management and Engineering teams at Cisco, fostering cross-functional collaboration and innovation.
- **Convenor – Ishanya, 2020 - Annual Design Festival:** Focused on establishing a clear vision for the festival, developing a reusable and memorable brand identity, collaborating with team heads to ensure timely delivery of objectives, and managing team dynamics effectively.
- **OZCHI 2019:** Earned commendation for an outstanding project submission in the Student Design Challenge, showcasing innovative problem-solving.
- **GainSight Design Challenge 2018:** Achieved 2nd place in a competitive 3-day design competition hosted by IIT Guwahati, demonstrating exceptional creativity and design expertise.

WORK EXPERIENCE

Verizon, Hyderabad | Sr. Experience Designer II - Visible | Jan 2025 - Current

KEY RESPONSIBILITIES :

- Deliver Digital first Customer Experience.
- Lead "Visible by Verizon" track in India - Collaborate with XM team to identify and plan backlogs.
- Mentor junior designers and assign tasks based on backlogs and UX priorities.
- Identify opportunities and UX strategies for Visible - e.g. increase service revenue, reduce steps to retention, increase delight, reduce churn, etc.

Cisco, Bengaluru | Product Designer - Webex Admin Experience | Aug 2020 - Nov 2024

KEY HIGHLIGHTS :

- Redesigned the UC Analytics dashboard layout and standardized interactions to resolve significant usability issues and boost engagement. Achieved a **700% increase in user engagement** for the Webex Calling Analytics dashboard, immediately upon launch, with successful improvements subsequently adopted across the entire Webex Analytics Platform for a cohesive, user-friendly experience.
- **Led design thinking workshops with engineering and product management stakeholders** across various levels (managers and ICs) to enhance understanding and build trust in the UX design process. Fostered cross-functional collaboration - with stakeholders proactively engaging in early stage design explorations to **prevent roadblocks which reduced overall delivery timeline by 20%.**
- Introduced a consistent onboarding workflow for admins to seamlessly upgrade from Webex Calling to Webex Contact Center. As a result, the **drop-off rate decreased by 7%,** with the new CX Essentials experience now supporting over 40M users worldwide.

KEY RESPONSIBILITIES :

- Collaborate with cross-functional teams to plan and strategize feature delivery, deliver high-fidelity screens and accessibility guidelines, and conduct brainstorming sessions and final design readouts to ensure cohesive, user-centered experiences across Webex Customer Experience Essentials, Webex Calling and Cloud Connected Unified Communication platforms.

Samsung R&D, Bengaluru | UX Intern - Wearables and IoT UX | May 2019 - Jul 2019

KEY HIGHLIGHTS :

- Designed and implemented a plan to conduct primary research for the Voice Memo and Calculator apps for the Galaxy Watch by recruiting users from within the organization. **Delivered high-fidelity designs within a quick turnaround of 2 months,** resulting in the successful global launch of both products.
- As a passion project, I proposed a system level approach for leveraging Samsung product ecosystem - enhancing integration and user experience across devices..

Godrej and Boyce, Mumbai | Assistant Manager - Innovation and Design | Jul 2014 - May 2017

KEY HIGHLIGHTS :

- Led and managed a team of 3, focused on designing innovative and sustainable solutions for people with hearing impairments, **exploring impactful use cases, and promoting inclusivity.** As part of the **Sprint Incubation Program at Godrej,** successfully pitched this idea to 14 businesses across Godrej, **securing funding and incubation at the Innovation Design Center** in Godrej, Mumbai.
- Automated manual pipe-cutting manufacturing process for condensers used in oil refineries by implementing a new CNC cutting process, significantly reducing human intervention - **reduction of process time by 92%, from 48 hours to a fraction of original duration,** thus enhancing manufacturing efficiency and quality control.

KEY RESPONSIBILITIES :

- Lead project Kranti team, conducting daily stand-up meetings, assigning responsibilities, setting measurable goals, and ensuring timely communication of progress to leadership.
- Optimized production workflows by identifying and addressing bottlenecks, driving improvements in product quality and operational efficiency.

Indian Railways, Mumbai | Engineering Intern - C&W Workshop | Dec 2013 - Jan 2014

KEY RESPONSIBILITIES :

- Monitored manufacturing processes to identify areas for improvement, reported findings, and recommended actionable solutions to optimize production workflows and improve quality.
- Streamlined operational efficiency by driving process improvements and fostering collaboration across teams to ensure high-quality outputs.

EDUCATION

Indian Institute of Technology Guwahati | 2018 - 2020

Master of Design - UX / Interaction designer (CPA 9.1)

University of Mumbai | 2010 - 2014

Bachelor of Engineering, Mechanical (CPA 6.4)

EXTRA CURRICULAR ACTIVITIES

Certified Paragliding Pilot: Completed advanced paragliding (P3) certification with over 25 solo flights, and am licensed to fly a paraglider around the world.
Naval Training: Underwent four years of formal Naval training with the Sea Cadet Corps during secondary school.
Marathons for a cause: Participated in events like the Standard Chartered Mumbai Marathon and Navy Marathon to support social initiatives.
Others: Love for Sports, Travel, adventure and Cooking. 🔍