Rohan Mohana

Product & Brand Designer

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EXPERIENCE

CoinGecko — Lead Product Designer

JANUARY 2024 - CURRENT

- My current focus is driving the adoption of AI design-development workflows to accelerate product design delivery.
- I led the visual rebranding of CoinGecko; directing and executing the evolution of the company's brand identity and design language.
- I built our UX Research function from 0-1, implementing frameworks and hiring our first ever UX researcher, to help integrate user insights into our product strategy.
- I manage the Product Design team (4 designers + 1 UX Researcher) and all our design-led initiatives covering CoinGecko, GeckoTerminal, API & Ads Partner Portal.
- I contribute across our product teams to deliver high-impact features and elevate craft.

XWP — Senior Product Designer

JUNE 2022 - DEC 2025

XWP is a leading web design & development agency that serves clients such as Google, Twitch, Rolling Stone, Women's Weekly, Vice, Forbes and more. As a Senior Product Designer:

- I led design & discovery on projects for large enterprise clients that involved complex site migrations & multi brand design systems.
- I implemented a scalable and collaborative multi-brand design system for a women's media conglomerate, resulting in a seamless redesign, data migration, and replatforming of 15 different brands/sites including brands such as ELLE, Marie Claire & Women's Weekly. This initiative delivered substantial time and cost savings, streamlined editorial workflows, reduced development expenses, and facilitated efficient stakeholder management across all 15 brands.
- I mentored & collaborated with multiple team members and clients across various time zones & cultures in a globally distributed organization
- I contributed towards company-wide design/delivery process improvements and best practices for our enterprise clients

Kidocode — Head of Design

JANUARY 2021 - DEC 2023

- I led the rebranding of the company and redesigned our entire website and online learning platform.
- I helped reposition the company as a premium EdTech school, contributing to ~4x user growth and ~1.8x monthly revenue since joining the company
- I worked with the company founders to improve processes and facilitate creative dialogue, collaboration, and workflows between design, marketing and business teams.
- I led the creative direction of our learning platform, website and multiple product marketing initiatives.
- I led & executed design research for product and business development initiatives.

KPLAY — Lead Product Designer

JANUARY 2018 - DECEMBER 2020

- I designed multiple mobile applications, websites, and design systems for clients, like Astro & Kidocode (our core business).
- I rebranded the company and redesigned our website
- I managed the internal design team coordination and collaboration with clients
- I presented creative work to internal stakeholders, senior management and clients
- I developed product strategy and strategic positioning for clients in the F&B, education and entertainment industries.

DKSH — Business Development Specialist

JANUARY 2016 - DECEMBER 2017

- I started and led sales for the Industrial Applications (IAP) Business Line in Malaysia by bringing new partners and suppliers on board while systematically growing our customer database
- I developed our product portfolio to gain higher market share and build turnkey solutions for Waste & Water, Energy & Power, Building & Applications.

In my first year as Management Trainee:

- I led the project of setting up a new Hospitality Equipment Business Line, including design and renovation of a new branch office with a demonstration kitchen, showroom and lab
- I led the project for the company's first ever participation in Malaysia’s largest machine

tools exhibition, generating over 1000+ leads for the Precision Machinery Business Line
- I grew our customer and client base to launch a new Specialized Industrial Applications Business Line, focused on providing environmental technology solutions

Penn State University — Research Assistant

JUNE 2013 - MAY 2015

- I developed a processing technique to stabilize electronic properties of transition metal oxide materials grown for use in novel oxide electronics and energy applications
- The technique was successful in re-stabilizing aged films resulting in direct material cost recovery of USD 5,000 and projected additional savings of up to USD 15,000 for future experiments

EDUCATION

Pennsylvania State University, USA — BSc. Material Science & Engineering

JUNE 2013 - MAY 2015

Taylor's University, MY — American Degree Program (Engineering)

AUGUST 2011 - MAY 2013

SKILLS & STACK

Product Design: Claude Code, Figma, Framer, Webflow, Design Systems, Prototyping
UX Research: Dovetail, Maze, UserBrain, Usability Testing, User Interviews
Branding: Brand Exploration, Visual Identity Design, Graphic Design
Design Leadership: Product Strategy, DesignOps, Design Team Management
Programming: HTML, CSS, Python, Javascript, Tailwind, React, React Native

VOLUNTEER WORK

Sahaja Yoga World Foundation — Teacher

- I conducted meditation workshops at local schools to improve student attentiveness
- I taught meditation to ≈+100,000 people globally through musical programs, corporate workshops and school events
- I teach Sahaja Yoga Meditation in Malaysia on a regular basis, helping people cope with stress, anxiety and depression, and to generally improve their mental health.