ROHIT ASAVE

PRODUCT/UX DESIGNER

CONTACTS

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- Baltimore, MD
- ★ Willing To Relocate

SKILLS AND TOOLS

User Experience

Design Thinking · Information Architecture · Design System · Prototyping · User-Centered Design · Qualitative Research Methods · A/B Testing · UX Research · User Acceptance Testing · User Interviews · User Stories · Competitor Analysis · Usability Studies · User Journeys · Wireframing

Tools

Figma · Photoshop · Creatie · Protopie · Miro · Balsamiq Wireframes · Jira · Confluence

EDUCATION

University of Maryland, Baltimore County, United States

MS, Human-Centered Computing
08/2022 - 05/2024

- Focus: Human-Computer Interaction, Human-Centered Design, Data Visualization, AR/VR Technologies

GPA | **3.97** / 4.0

North Maharashtra University, Jalgaon, India

BS, Information Technology
08/2007 - 05/2011

SUMMARY

User experience professional with 10+ years in product development and 3+ years in UX design, specializing in user-centered design and UX research. Currently leading UX design at CTIS for a pharmacovigilance SaaS platform, driving solutions from ideation to high-fidelity prototypes. Proven track record of impact - boosted student engagement by 30% with a redesigned UMBC Library dashboard and led the cloud migration of Symantec's Ultra system, saving over $2M annually.

EXPERIENCE

CTIS, Inc.
Product Designer

Rockville, MD
04/2025 - Present

- Lead end-to-end UX design for a pharmacovigilance SaaS platform, from ideation and wireframing to prototyping and high-fidelity mockups.
- Define user flows and information architecture to streamline complex regulatory tasks like E2B(R3) submissions, improving usability and efficiency.
- Collaborate with product managers, developers, and domain experts to gather business requirements and translate them into user-centered design solutions.
- Build and maintain a scalable design system to ensure visual and functional consistency across product modules.

University of Maryland, Baltimore County
UX Designer

United States
07/2023 - 03/2025

- Redesigned the UMBC Library website dashboard to centralize book tracking, personalized recommendations, and social engagement, improving usability and student access to resources.
- Increased student engagement by 30% by integrating interactive notifications and course-based reading suggestions, enhancing accessibility to library materials.
- Conducted 10+ user interviews with Orientation & Mobility (O&M) trainers to uncover pain points and technology adoption challenges, driving user-informed design decisions.
- Developed an accessibility-focused framework for integrating assistive technologies into O&M training, improving the user experience for trainers and trainees.

Marketeq Digital
UX Designer and Researcher

Miami, FL
05/2023 - 08/2023

Led the overhaul of the flagship product experience, concentrating on enhancing the onboarding process to simplify it for non-technical users.

- Conducted competitive analysis of 10 headless Content Management Systems platforms and proposed an MVP, addressing key user needs and establishing a clear competitive advantage.
- Led user research and prioritized features with card sorting, driving iterative design improvements that enhanced product usability.
- Designed wireframes, mockups, and prototypes based on data-driven insights and peer feedback, improving user-selection speed by ~20% and increasing usability, satisfaction, and stakeholder buy-in.

👔 EXPERIENCE

Broadcom   Pune, India
Staff Software Engineer   05/2013 - 07/2022

Lead engineer for Symantec's anti-spam backend system, Ultra, which provided protection from spam domains, IPs, and CIDR.

- Redesigned anti-spam agent workflows, reducing response time to critical threats by 60% and significantly enhancing efficiency in high-pressure environments.
- Optimized user flows for an anti-spam reporting tool, enabling security analysts to report emails 50% faster by streamlining the submission process and eliminating workflow friction.
- Led the Ultra system migration from on-prem to AWS and later GCP, improving scalability, adaptability, and reducing costs by $2M+ annually.

Paarijat Software Solutions Pvt. Ltd   Pune, India
Associate SQA Analyst   02/2012 - 04/2013