

Rohit Sonawane

Product Designer

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PROFILE

Product Designer with **3+ years** of end-to-end experience across B2B SaaS and enterprise platforms, from problem discovery to shipped product. Skilled in translating user research, behavioral data, and stakeholder inputs into interaction decisions that measurably reduce friction. Proven ability to own design systems, drive information architecture improvements, and collaborate cross-functionally in agile product teams. M.Sc. in User Experience Management & Design (PFH Goettingen, 2026). STIBET Scholarship 2025. Available for full-time Product Designer roles in Germany.

WORK EXPERIENCE

Product Designer — Digital Customer Experience

Jul 2024 – Apr 2026

Sartorius AG (HealthTech) | Göttingen, Germany

- Diagnosed a **35% drop-off** in the Document Hub search journey through Hotjar heatmaps and session analysis; redesigned the information architecture and navigation flow, improving task completion by **~15%** and reducing content discovery friction.
- Designed and delivered **20+** high-fidelity Figma prototypes for global product and information pages — each tied to defined user problems and validated through stakeholder review cycles before developer handoff.
- Partnered with product owners, engineers, and business leads in agile sprints to translate UX findings into developer-ready specifications, reducing back-and-forth in implementation by standardizing design documentation.

Product Designer (UI/UX)

May 2022 – Apr 2024

MilesWeb Internet Services (SaaS / Web Hosting) | Maharashtra, India

- Owned end-to-end product design for the AI Website Builder — defined user flows, shaped onboarding interaction patterns, and reduced new-user drop-off by simplifying the core setup journey across multiple scenarios.
- Initiated and built the company's first design system with **25+ reusable components**, scaling UI consistency across **3 products** and cutting per-feature design time by eliminating redundant pattern decisions.
- Redesigned the hosting dashboard to improve task clarity for domain setup, configuration, and navigation — reducing user errors in key B2B and B2C workflows through systematic journey mapping and usability review.
- Recognized as **Budding Star of the Year (2023)** and **Employee of the Quarter Q3 2023** for measurable design impact and company-wide design system adoption.

EDUCATION

M.Sc. User Experience Management & Design

Oct 2024 – Mar 2026

PFH Private Hochschule Goettingen | Germany

STIBET Scholarship 2025 | Usability Research: Hogrefe Quick Scoring Service | Product Design: SkillSwap (end-to-end)

B.E. Electronics & Telecommunications

2016 – 2020

Sinhgad College of Engineering | India

SKILLS

Product Thinking: End-to-End Product Design, Problem Framing, User Flow Design, Information Architecture, Data-informed Design, Design Critiques, Agile / Scrum

UX Methods: UX Research, User Interviews, Usability Testing, UX Audits, Wireframing & Prototyping, Interaction Design, Behavioral Analytics, Design Systems

Tools: Figma, Figma Make, Adobe XD, Framer, Hotjar, Google Analytics, Miro, Notion

Languages: English (C1), German (A2 — actively improving), Hindi (Native)

CERTIFICATIONS

AI for Designers — Interaction Design Foundation (IxDF)

Feb 2026

Enterprise Design Thinking Practitioner — IBM

Apr 2024

Foundations of User Experience Design — Google / Coursera

Mar 2023