

Rohan Adhav

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UX Researcher with a background in service design and a strong foundation in qualitative and mixed-methods research. Passionate about driving evidence-based design decisions that improve product usability, inform strategic direction, and create meaningful user experiences.

Skill Summary

Research and Evaluation: Usability Testing, Contextual Inquiry, Qualitative and Quantitative Research, Heuristic Evaluation, A/B Testing, Field Studies, Surveys, Affinity Mapping, Empathy Mapping, Cognitive Walkthroughs, Accessibility Testing, Concept Testing, Data Synthesis, Stakeholder Mapping, Ethnographic Research, Journey Mapping, Listening Sessions.

Design and prototyping: Wireframing, Information Architecture, User Personas, Experience Prototyping, High-Fidelity Prototypes, Service Blueprints, Design Thinking.

Facilitation and strategy: Stakeholder Engagement, Co-Creation Workshops, Workshop Facilitation, Value Proposition Design, Value Mapping, Cross-Functional Collaboration.

UI design and interaction: Visual design, Interaction design, Responsive design, Mobile-first design, Component libraries, Design systems, Microinteractions, Typography, Color theory, Layout and grid systems.

Tools: Adobe Suite (Illustrator, Photoshop, InDesign), Figma, Miro, Mural, Fusion 360, Blender, SolidWorks, Microsoft office suite, User Zoom, Jira.

Experience

UX Research Intern / CCC Intelligent Solution / Chicago, IL

Mar '25 - Present

Conducted secondary research and 12+ stakeholder interviews remotely using tools like Zoom and Miro to inform product direction, resulting in 5 service blueprints and identification of 20+ workflow pain points.

Synthesized qualitative data across 60+ touchpoints to generate key insights and frameworks that enhanced design team alignment and accelerated iteration cycles by 30%.

Facilitated participatory research sessions to co-create future-state journey maps, shaping product roadmaps and improving stakeholder engagement across teams.

Conducted a heuristic evaluation of a key product line, uncovering usability issues that led to increased user adoption and reduced training time for internal and external users.

Documented research insights and created structured repositories to ensure knowledge transfer across teams and support future product decisions.

UX Research Intern / Feeding America / Chicago, IL

June '24 - Sep '24

Led mixed-methods research across 14 departments, synthesizing findings to support annual and 5-year strategy planning for national leadership.

Conducted in-depth interviews and stakeholder mapping to identify communication breakdowns, resulting in a strategic framework that improved alignment among 200 CEOs nationwide by 15%.

Designed and facilitated team and departmental meetings, employing workshop facilitation techniques to effectively capture feedback and engage a diverse audience.

Created research plans, interview guides, and participant criteria to ensure consistency across 14 departments during multi-phase studies.

Delivered actionable insights that directly informed leadership decision-making around digital engagement, team restructuring, and messaging strategies.

UX Researcher / Deloitte / Savannah, GA

Jan '23 - Apr '23

Conducted contextual inquiry and ethnographic research to uncover service pain points, leading to design concepts that increased citizen trust during unemployment periods by 15%.

Translated research findings into service blueprints and empathy maps, streamlining program delivery and aligning services with user needs.

Conducted usability testing, interviews, and co-creation workshops to validate platform design and ensure accessibility for diverse user groups.

Designed a self-service platform that enabled 70% of users to access tailored aid through integrated government databases.

Analyzed fragmented unemployment systems and led iterative prototyping and user testing to unify siloed service experiences.

UX Design Intern / Butterfly Edufields / Hyderabad, India

Jan '21 - Apr '21

Designed and tested modular toy prototypes and puzzle games for children aged 3–5, using experience prototyping and concept testing to evaluate engagement and learning outcomes.

Conducted market gap analysis in collaboration with sales and engineering, aligning product design with educational needs and brand positioning.

Education

Masters in fine arts (MFA) Service Design / Savannah College of Art & Design (SCAD) / Savannah, GA GPA: 3.92

Courses: Systemic Innovation for Service Evolution, Service Design Implementation: Insight to Action, Visualizing Services: Storyboards, Maps, and Models and Communicating Value: Marketing Service Experiences.

Bachelors In Design (B.Des) Industrial Design / National Institute of Design (NID) / Andhra Pradesh, India GPA: 3.2

Projects

MFA Thesis - Future-Proofing Trust in Healthcare: A Service Design Approach

Sep '23 - Nov '24

Developed a service design framework to strengthen patient-doctor trust in Mumbai's private healthcare through in-depth interviews, ethnographic research, and stakeholder mapping, addressing empathy, communication, and continuity for scalable solutions.

Conducted user research and co-creation workshops with 18+ patients and physicians, utilizing interviews, journey mapping, and empathy mapping to identify trust barriers; created a data-driven model integrating trust into healthcare services, balancing technology with human-centered care.

Waggo - Pet Travel UX App (Indigo Awards Winner)

Sep '22 - Dec '22

Designed and user-tested Waggo, a mobile app enabling real-time pet tracking, video streaming, and chat between owners and airline handlers to improve communication during air travel.

Conducted usability testing with 50+ users, achieving a 30% improvement in user satisfaction.

Used value proposition design and stakeholder workshops to develop an airline partnership model that reframed pets as priority passengers, enhancing trust and emotional reassurance for families.

BEE Connect - Pre-Arrival Orientation & Community Platform

Sep '22 - Dec '22

Conducted contextual inquiry and surveys to identify breakdowns in communication during grad school enrollment; delivered actionable insights to improve peer connection and pre-arrival transparency.

Designed and tested orientation flows and peer mentorship sessions using journey mapping and usability testing, improving information clarity and student onboarding experience