

Edu Mohan

Product Designer

What have I done so far

Personio / Senior product designer

2022 Jun - Present

Redesigned the entire framework for Personio integrations. Lead the initiative of creating an IT admin persona by speaking to 30 users using the Jobs to be done framework. Created the integration hub concept, tested and executed it collaborating with 4 product teams in parallel.

Currently taking on new adventures with the Personio's recruiting module.

Babbel / Senior product designer

2021 Aug - Mar 2022

Worked on product growth role which is responsible for the revenue. My work includes redesigning the user onboarding funnel, product ecosystem and payment pages. I collaborated with product marketing, UX/market research, UX writing and CRM teams. I also oversee the product landing pages in collaboration with the brand team across Berlin and US. Apart from this I also contribute to the Babbel design system

HackerEarth / Lead product designer

2019 May - 2021 Jul

I redesigned the entire core of the HackerEarth platform. It started off by fixing the way the questions are listed in a test. I extended this project to create a similar flow for the question library. What started as a personal project was bought by the stakeholders and now in production. As an extension, I designed a quick view for the user to see the details of a question. Also created a new design system.

We introduced analytics at a test, candidate, question, and submission level. We also included some quick benchmarking features for a user to shortlist a candidate.

[24]7.ai / Senior product designer

2018 Jan - 2019 Apr

I collaborated with a 30 member team across two geographies, as the only designer to redesign "CJA", a tool for analyzing a Customer's Journey. This was a sequential pattern mining solution. Integrating this also into 247's platform and handhold with other products was a self-driven initiative.

I had also worked on "AIVA" evolution, A mixture of product design and conversation design. Creating the experience interacting with a chatbot and building the bot itself.

On the Analytics front, Identifying the various user-profiles and conceptualizing a self serve reporting tool for all those profiles for operational efficiency.

JiffleNow / User experience designer

2016 Jan - 2017 Dec

I redesigned the Master meeting calendar for web and mobile. Added on-demand reports and new functionalities based on customer complaints and feedback. Redesigned the meeting detail page and On-Boarding flows for the Web application

Created the new product line called JiffleNow Staff scheduling based on the capabilities of the existing platform. Designed a support module for Badge scanning integrations and Check-in flows Pre-condition flows across the platform.

I Was awarded as the rising star of the Q2 '16 and the designs we created made an impact of about 3.5M in 23 months.

Verizon India / User experience designer

2014 Oct - 2015 Dec

I was part of the team that created Enterprise Self registration modules including enterprise user's profile, repairs, and ticketing management module. This helped in migrating legacy users into self serve portals where they could manage their accounts.

For the user on customer premise, we designed a tablet-based quoting and order management interface which also looks into the product availability tool.

TU Darmstadt, Germany / Design intern

2013 May - 2013 Jul

Product designer for rail-side worker's safety equipment, funded by European Union.

Interaction design consultant for Proreta; a driver-less car project funded by Govt. of Germany and Continental Tyres.

How to get in touch

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Schools I've been to

IDC, IIT Bombay

2012 - 2014

M.Des Product design

NSSCE, Palakkad

2007 - 2011

B.Tech Mechanical Engineering

What am I good at

User flows / concept sketches / wireframes and mocks / occasional illustrations and artworks / style guides and pattern libraries / production readiness / rapid prototyping / high fidelity prototyping / data analytics / testing / research / communication / collaboration / drawing middle grounds between stake holders and getting it done

What tools am I good with

Does it really matter?

Figma / Sketch / Invision / Zeplin / Axure / Adobe Illustrator / Adobe XD / Adobe Photoshop / Draw.io

But my favourite of them all is my notebook, a bunch of stickys and the white board