

Rohan Cheruku

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EDUCATION

University of Texas at Dallas

Bachelor of Science in Computer Science, Minor in Design

Dallas, TX

Expected May 2027

EXPERIENCE

UI/UX Design Intern

May 2026 – Present

Klein Tools

Mansfield, TX

- Designed interactive, click-through hotspot graphics for Amazon product detail pages across dozens of Klein Tools SKUs, improving on-page product storytelling for a brand trusted by professionals worldwide for over 165 years
- Served on the website redesign team for kleintools.com, which receives 350,000+ monthly visitors: conducted a full UX audit, ran customer surveys collecting 8,000+ responses on website and research-tool usage, led live moderated usability testing sessions, and ran A/B tests on redesign concepts with customers to guide final design decisions

UI/UX Design Intern

May 2025 – August 2025

Heritage Auctions

Dallas, TX

- Conducted end-to-end UX research and redesigned the client-facing website of the world's largest collectibles marketplace, serving over 1.96 million registered online bidders, synthesizing user insights and heuristic analysis into a data-driven redesign that improved navigation, visual hierarchy, and the overall online bidding experience
- Led primary research initiatives for the company's client-facing mobile app, designing and executing user research methodologies including interviews and usability testing to surface actionable insights that directly informed key product and design decisions across the app

Association for Computing Machinery, UT Dallas

Dallas, TX

Director of Design

May 2026 – Present

- Direct the design and production of all digital media content, ensuring visual consistency across the club's branding, events, promotional materials, and merchandise from concept through final deliverable across every campaign

Designer

March 2025 – May 2026

- Designed high-impact event flyers and digital graphics reaching a 3,000+ audience base, strengthening brand visibility, audience engagement, and overall club presence across campus

User Experience Club, UT Dallas

Dallas, TX

Advisor

May 2026 – Present

- Oversee all user experience initiatives – including marketing, graphics, web design, and logistics – for a 2,300+ member base, ensuring smooth execution across the club's programs, events, and daily operations

Secretary

April 2025 – May 2026

- Organized and led a UX conference and the largest in-person 24-hour design challenge in Texas, each drawing 200+ attendees and industry professionals, creating high-impact experiences that bridged student designers with the broader UX community across North Texas and beyond

Web Designer and Developer

December 2024 – April 2025

- Led multiple workshops on design principles and design thinking, communicating core UX concepts and fostering a design-driven mindset among 50+ members and attendees at every event

PROJECTS

UTD Nebula Trends | *Figma, React, Node.js*

August 2024 – Present

- Designed and developed a full-stack website (trends.utdnebula.com) for the UTD student body, serving 15,000+ unique users with professor ratings and class-specific grade distributions, becoming a go-to academic resource for students navigating course selection each semester at UT Dallas

User Experience Club Website | *Figma, CSS, TypeScript, Node.js*

December 2024 – April 2025

- Designed and developed a full club website (uxutd.com) centralizing event details, resources, announcements, and member services into a single, centralized, and accessible platform

SKILLS

Design: UX Research, Strategic Design, Prototyping, Design Systems, Interaction Design, User Testing

Tools: Figma, Adobe Photoshop, Canva

Languages: Java, Python, C, C++, C#, JavaScript, TypeScript, HTML/CSS

Frameworks: ReactJS, Node.js, Tailwind CSS