

# Deepti Pandey



Product Design leader | Problem solver

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🔗 <https://deeptipandey.com/>

## EXPERIENCE

### Senior Product Designer, ICPSR

APRIL 2021 - Present

- First product designer, now built a team of 6.
- Leading the design vision and product development through cross-team communication and high fidelity figma prototypes.
- Developing user journeys to securely deliver restricted data from **17+ federal agencies** to plan for a **\$35M** project.

### Product Designer, Institute of Social Research

SEPTEMBER 2019 - APRIL 2021

- Conducted user research and created figma prototypes for several institutional domains to inform product workflows.
- Used need-finding, contextual analysis, surveys, user interview, usability testing to articulate UX recommendations.
- Shipped 2 full products into live production, got an overwhelmingly positive response.

### Founder and CEO, EquiHome

JANUARY 2021 - Present

- Designed and developed EquiHome, a platform for equitable distribution of chores at home aimed at improving the participation and leadership of women in the workforce.
- Performed need finding through 200+ interviews and 64000 posts.
- Won first prize at a startup pitching competition & published the app.

### Solutions Engineer, Branch.io

JULY 2018 - AUGUST 2019

- Managed end-to-end implementation of Branch's solutions into mobile applications & tech stacks of 50+ global enterprises.
- Advised clients (software engineers, product managers, and designers) from 10+ countries to integrate 3rd party software for mobile growth.
- Mastered building iOS, Android, and hybrid apps for 10+ countries.

### Software Engineer, Tapzo

JUNE 2016 - JULY 2018

- Led the development and shipping of the iOS app(used by over 4M users) for Tapzo (now **acquired by Amazon**) using user-centered agile development.
- Built and distributed the SDK of the app to 75+ banking clients.

## EDUCATION

**MS, Human-Computer Interaction,**  
University of Michigan, School of Information

**BE, Computer Science,**  
P.E.S. Institute of Technology

## LANGUAGES

English; Hindi

## SKILLS

**Product:** Contextual Inquiry, User interviews, Competitive Research, Prototyping, Personas, Interaction Design, Co-design, Journey Mapping, Observational Research, Usability Testing, A/B Testing, Interaction Design, Design Research, and Information Architecture

**Tools:** R, Python, Swift, HTML, CSS, javascript, Figma, Adobe XD, Sketch, Photoshop, Google Analytics, Git, Jira, Sketch, Adobe Creative Suite, InVision,

**Soft Skills:** Cross-team communication, International clients exposure, Leadership

## ACCOMPLISHMENTS

**First Prize**, Innovation in Action, 2021

**Winner**, Learning Levers Award, 2021

**Winner**, Diversity, Equity and Inclusion Award, 2020, Spring UMSI project expo

**Winner**, Hike Hackathon, 2015

**Tech Champion Award**, Tapzo, 2017

**Distinction Certificate**, PESIT (summa cum laude)

**Fellow**, Entrepreneurs Leadership Program, 2020

## VOLUNTEERING(2015-2018)

**Content and Outreach Lead, Durga India** In this not profit org for women's safety, I

- Developed the **official website**.
- Conducted **55 social interviews** to write a coffee table book Durga Diaries.
- Collaborated with the local government to **install 150 safety alarms** in BMTC buses.