


Deepti Pandey

Product Designer (past: Software Engineer)

 (+1)(734)881-5537

 deeptip@umich.edu

 <http://deeptipandey.app.link/>

UX PROJECTS

Birdie — User Experience Intern

MAY 2020 - AUGUST 2020

Led the end-to-end product design for the decision-making web and app-based platform. Practiced my qualitative and quantitative analytical skills to increase the website's engagement. Made high-level strategic decisions with the founder towards the product launch. Increased reach by 35%. Created the latest designs.

Sabka Educational Resources — Product Lead

AUGUST 2020 - DECEMBER 2020

Researched the digital divide amongst students based on their socioeconomic backgrounds and developed solutions. Carried out the project from conception to production. Watch 2 min video [here](#).

Human Subjects Incentives Program — UX Researcher

JANUARY 2020 - APRIL 2020

Performed extensive UX research to improve the experience of researchers administering funds for research on human subjects. Methods: Need Finding, Contextual Analysis, Diary Studies.

WORK EXPERIENCE

University of Michigan — Graduate Student Instructor

JANUARY 2020 - Present

I lead discussion sessions, manage communication with students, and help construct and grade exams. I get to sharpen my communication and interpersonal skills while being an instructor for **Programs, Information and People, Database App Design, Data Science and Text Analysis**.

Software Tech Industry, India — Software Engineer

JUNE 2016 - AUGUST 2019

I have developed and shipped the iOS app(used by over 4M users) for Tapzo(now acquired by Amazon). I built and distributed the SDK version of the app to clients from different domains. Then, I managed end-to-end implementation of Branch's solutions into mobile applications & tech stacks of large global enterprises, working with Software Engineers, Product Managers, and Designers from different domains and needs. I have gained experience building web, iOS, Android, and Hybrid apps, and integrating third-party service software.

EDUCATION

University of Michigan, School of Information(MSI, Human-Computer Interaction 2021)

P.E.S. Institute of Technology, B.E.(Computer Science 2016)

LANGUAGES

English(Full working proficiency);
Hindi(Full working proficiency)

SKILLS

Product: Quantitative Data Analysis, Contextual Inquiry, User interview, Survey Methodology, Competitive Analysis, Wireframing, Prototyping, Personas, Interaction Design, Graphic Design, Journey Mapping, Usability testing, VR/AR design, A/B Testing

Languages: Python, Swift, Java, HTML, CSS, javascript

Platforms: Xcode, Figma, Adobe XD, Sketch, Photoshop, Illustrator, Unity, Google Analytics, Git, Jira, Confluence

Soft Skills: Interpersonal Skills, International clients exposure

ACCOMPLISHMENTS

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

Winner, Hike Hackathon, 2015, created an anonymous crime reporting portal.

Employee of the quarter award, Tapzo Q1'17

Distinction Certificate, PESIT, (summa cum laude)

Fellow, Entrepreneurs Leadership Program, 2020

Fellow, Young Leaders Active Citizenship, Policy in Action, 2019

Durga India - Outreach Lead

Developed the official website; created the social project #durgadiaries, led college volunteers from over 50 colleges to set up Durga Labs