


# Deepti Pandey



UX RESEARCHER & UI DEVELOPER

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

## CLIENT PROJECTS

### Institute for Research on Innovation and Science — Product Manager & UX Designer

SEPTEMBER 2019 - DECEMBER 2019

Built a wellness management tool to enable students to take agency of their mental health.

### Human Subjects Incentives Program — UX Researcher

January 2020 - Present

Performed extensive UX research using need finding and contextual inquiry to improve the experience of researchers administering funds for research on human subjects.

## WORK EXPERIENCE

### University of Michigan — Graduate Student Instructor

Jan 2020 - Apr 2020

I teach SI 106: Programs, Information and People to Bachelors students at the School of Information.

### Branch, Bengaluru — Solutions Engineer

AUGUST 2018 - AUGUST 2019

Managed end-to-end implementation of Branch's solutions into mobile applications & tech stacks of large global enterprises

### Tapzo, Bengaluru — Software Engineer (iOS)

JUNE 2016 - JULY 2018

Created over 75% of the Tapzo(Amazon) iOS app used by over 4M users using Swift, XCode, Interface Builder, Instruments, and Test Flight. Built and distributed the SDK to third party clients.

### Eatlo, Bengaluru — Web Developer Intern

JUNE 2015 - AUGUST 2015

Created efficient methods for retrieval of data between web pages, performed data mining from social networking websites to enable effective advertisement.

### RiptideIO, Bengaluru — Part-time Intern

FEB 2015 - APRIL 2015

Created support and documentation of Unicode in the python implementation of the BACnet protocol, i.e. BACpypes, with an aim to make a contribution to the open-source repository.

## EDUCATION

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

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

## LANGUAGES

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

## SKILLS

**UX:** Contextual Inquiry, User interview, Competitive Analysis, Wireframing, Prototyping, Personas, Interaction Design, Graphic Design, Journey Mapping, Usability testing, VR/AR design

**Languages:** Python, Swift, Objective- C, Java,HTML,CSS, javascript

**Platforms:** iOS Development using Xcode; Figma, Adobe XD, Sketch, Photoshop, Illustrator, Unity, Google Analytics, Git, Jira, Confluence

**iOS:** APNS, Core Data, Core Animation, Core Graphics, Core Location, APNS, Unit Testing, Release to App Store

**Soft Skills:** Interpersonal Skills, International clients exposure

## AWARDS

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, for appreciable academic performance

**Durga India — Content & Outreach Lead**

Developed the official website; created the project #durgadiaries

**Entrepreneurs Leadership Program**

Cohort member, 2020

