JATIN GUPTA • PRODUCT DESIGNER

SVN INC. (LOOKING BUS PROJECT), ANN ARBOR
User Experience Intern | October - December 2017

• (Project under NDA) Used interaction mapping, contextual inquiry and competitive analysis to come up with a hi-fi optimized and accessible prototype for the Looking Bus app which is currently under development.

MEMORABILIA (UM), ANN ARBOR
Product Designer | September - December 2017

• Conceptualized a novel social computing system that allows users to share their memories or relive other's memories at a particular location.
• Conducted interviews, competitive analysis, usability testing and designed a hi-fi prototype of the app. Developed the same using Flask and Bootstrap and deployed on AWS.

RESEARCH ASSISTANT(UM), ANN ARBOR
UX Researcher (Accessibility) | May - December 2017

• Evaluated the Uber mobile app for accessibility by conducting 12 interviews with blind people in New Delhi, India along with usability tests.
• Came up with a set of themes that provide a deep understanding of the problem at hand.

LENOVO HEALTHDESIGNBY.US CO-LAB, ANN ARBOR
AR/VR Designer Developer | June - August 2017

• Designed and developed prototype for an AR game for kids suffering from Type 1 diabetes, using patient-centered design, Unity and Google Tango.
• Performed 17 usability tests including with kids at CS Mott children's hospital. Increased the user engagement by 10% and learning by 5% and received accolades from Lenovo executives.

UM LSA HONORS, ANN ARBOR
UX Researcher, January - April 2017

• Employed various usability evaluation techniques like heuristics, interviews, usability tests etc. and came up with 3 recommendations to improve the information discovery, accessibility and user engagement for the UM LSA Honors website.

AMADEUS SOFTWARE LABS, INDIA
UI Developer | July 2013 - November 2015

• Developed and shipped the rail and e-ticket module in Sell Connect, a booking application used by travel agents, while collaborating with French counterparts.

EDUCATION

UNIVERSITY OF MICHIGAN (UM)
Masters in Human-Computer Interaction
Ann Arbor, Sep 2016 - Apr 2018

Coursework: Contextual Inquiry, Introduction to Interaction Design, Technology and Accessibility, Graphic Design, Needs Assessment and Usability Evaluation, Information Visualization

UNIVERSITY OF DELHI
Bachelors in Electronics and Communication Engg.
New Delhi, Aug 2009 - Jun 2013

SKILLS

Contextual Inquiry/ Interviews	Sketch/Figma
Competitive Analysis	Illustrator/Photoshop
Interaction Mapping/Webflows	Balsamiq
Survey Design	Invision
Usability Testing	FramerJS
Sketching	HTML5/CSS3(Sass)/JS
Personas	Angular js
Storyboarding	React Native
Wireframing/ Prototyping	D3.js/ C3.js
Information Visualization	Python/Java
Web Accessibility	Unity/C#