

## JATIN GUPTA

### K12INSIGHT, HERNDON, VIRGINIA

#### UI/UX Designer | Jun'18 - Present

- Working as a sole designer on Engage - a survey creation platform, improved overall usability and delivered around 10 redesigns of unintuitive and inconsistent workflows.
- Led new feature explorations while collaborating with developers and PMs and designed and shipped close to 5 new features.
- Created a design system that helped standardize designs and improved overall work efficiency.

### RESEARCH ASSISTANT(UM), ANN ARBOR

#### UX Researcher (Accessibility) | May - Dec'17

- Evaluated the Uber mobile app for accessibility by conducting 12 interviews with blind people in New Delhi, India along with usability tests.
- Identified a set of themes that provide a deep understanding of the problem at hand. Published the findings into a paper that got the best paper award at ACM CSCW.

## EDUCATION

### UNIVERSITY OF MICHIGAN (UM)

Ann Arbor, Sep 2016 - Apr 2018

#### Masters in Human-Computer Interaction

Coursework : Technology and Accessibility, Needs Assessment and Usability Evaluation, Information Visualization, Social Computing

### UNIVERSITY OF DELHI

New Delhi, Aug 2009 - Jun 2013

#### Bachelors in Electronics and Communication Engg.

## PRODUCT DESIGNER

### LENOVO HEALTHDESIGNBY.US CO-LAB, ANN ARBOR

#### AR/VR Designer Developer | Jun - Aug'17

- Designed and developed prototype of an Augmented Reality 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.

### AMADEUS SOFTWARE LABS, INDIA

#### UI Developer | Jul'13 - Nov'15

- Developed and shipped the rail and e-ticket module in Sell Connect: a travel booking app used by travel agents, using Java and AngularJS while collaborating with French counterparts.
- Trained new hires on the technology used in the team and how it functions as a piece of a bigger system.

## SKILLS

User Interviews	Sketch / Figma
Competitive Analysis	Illustrator / Photoshop
Interaction Flows	Invision
Survey Design	Invision Studio
Heuristic Evaluation	Google Analytics
Usability Testing	Final Cut Pro
Wireframes / Prototyping	HTML5 / CSS3 / JS
Information Visualization	Python/ Flask
Sketching / Illustrations	AngularJS / React
Web Accessibility	Unity
Design Systems	D3.js/ C3.js
Motion Design	Java