# Jatin Gupta

jating@umich.edu | 734.881.0459 Linkedin : jatinanddesign jatingupta.co

#### **ABOUT MF**

I practice design thinking for the love of finding new things about human behavior and to invent creative solutions for perfunctory problems. I like to play ping pong and hope to play against Xu Xin someday.

I am looking for a user experience/product design internship for Summer 2017.

# **SKILLS**

#### **UX PROCESSES**

- Needs finding Experience mapping Contextual inquiry
- Interviews Affinity mapping
- Customer journey mapping
- Brainstorming Sketching
- Personas StoryBoards
- Wireframing Rapid prototyping
- Usability evaluation A/B testing
- Surveys Heuristic evaluation
- Interaction Mapping

#### **TOOLS**

- Xtensio Photoshop Figma
- Axure Invision Illustrator
- Sketch

#### **LANGUAGES**

- Angular js Java GUI Python
- HTML5/CSS/JS Bootstrap

# RELEVANT COURSE

- Contextual inquiry
- Interaction design
- Accessibility
- Integrated product development
- Needs assessment and Usability evaluation
- Online Communities

# **AWARDS**

# SUDOKU, 2010-12

3X champion Annual fest of University of Delhi

### **EDUCATION**

# UNIVERSITY OF MICHIGAN (UM), ANN ARBOR, MI

MASTER OF SCIENCE IN INFORMATION, APRIL 2018

• Human- computer interaction specialization (GPA: 3.93/4.0)

#### UNIVERSITY OF DELHI, NEW DELHI, INDIA

BACHELOR OF ENGINEERING, JUNE 2013

• Electronics and Communication engineering

# **ACADEMIC PROJECTS**

## **UX RESEARCHER | LSA HONORS, UM (Jan 2017 - Present)**

- Working on improving the usability of the UM LSA Honors for current students. Currently the website has confusing navigation and text heavy pages
- Employing methods like interviews, interaction mapping, comparative evaluation, surveys, heuristic evaluation to come up with some recommendations

# INTERACTION DESIGNER | TECAID, UM (Sep-Dec 2016)

• Conceptualized and designed an app Tecaid, which helps baby boomers request for timely technical assistance from local neighborhood high school students looking for community service credit. Conducted interviews, sketched ideas and created digital/paper prototypes

# UX RESEARCHER | NEW EAGLE LLC, UM (Sep-Dec 2016)

- Performed contextual inquiry and created an affinity wall to study and find out the gaps in the order fulfillment process of New Eagle
- Recommended 2 short term and 1 long term solution, out of which one is being currently implemented

# STUDENT LEADERSHIP

# **ALTERNATIVE SPRING BREAK, PCAA, MI**

UX RESEARCHER, FEB - MAR 2017

• Worked on improving the usability of the 20 year old database: PIMS. Conducted interviews, surveys and scholarly research and made 4 short term high impact recommendations

# INNOVATION IN ACTION, UM, ANN ARBOR, MI

PRINCIPAL DESIGNER (TEAM of 3), SEP - MAR 2016

• Designed Abaca Games, a social impact game venture to make high school students take action against climate change in a virtual environment.

# **WORK EXPERIENCE**

# **AMADEUS SOFTWARE LABS**, BANGALORE, INDIA FRONTEND DEVELOPER, 2013-2015

• Handled major UI enhancements for Sell Connect, a web application in use by travel agents across the world for processing heavy booking queries related to air, rail, cruise etc. while collaborating with French counterparts.