

JATIN GUPTA

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.

EDUCATION

UNIVERSITY OF MICHIGAN (UM)

Masters in Human-Computer Interaction

Ann Arbor, Sep 2016 - April 2018

UNIVERSITY OF DELHI

Bachelors in Electronics and Communication Engg.

New Delhi, Aug 2009 - Jun 2013

PRODUCT DESIGNER

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 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.

SKILLS

Contextual inquiry/ Interviews	Sketch/Figma
Heuristic evaluation	Illustrator
Journey mapping	Photoshop
Survey design	Axure
Usability testing	Invision

Sketching	HTML5/CSS(Sass)/JS
Personas	Angular js
Storyboarding	React Native
Wireframing/ Prototyping	D3.js/ C3.js/ Paper.js
Information Visualization	Python/Java
Web Accessibility	Unity/C#