

Jatin Gupta

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Profile

UX/Product designer with skills as an AR/VR designer, front-end web developer and a software engineer for an Internet of Things start-up.

Education

University of Michigan,
Ann Arbor

Masters in Human-Computer
Interaction, April 2018

University of Delhi, India

Bachelors in Electronics and
Communication Engg., June 2013

Skills

UX Research

Contextual inquiry
Competitive analysis
Heuristic evaluation
Survey design and analysis
Usability testing
A/B testing

UX Design

Sketching
Personas
Storyboarding
Wireframing
Rapid prototyping
Accessibility

Tools and More

Sketch/Figma
Illustrator /Photoshop
Axure
Invision
HTML5/CSS(Sass)/JS/Jquery
Angular js/React Native
Unity
Python/C#/Java

Work Experience

Lenovo HealthDesignBy.Us Co-Lab, Ann Arbor

AR/VR Designer Developer | June - August 2017

- Designed and developed prototype for an augmented reality game for kids suffering from Type 1 diabetes, using patient-centered design.
- Performed usability tests with kids at CS Mott children's hospital.
- Increased the user engagement, education and fun aspect of the game and received accolades from Lenovo executives.

Research Assistant (UM), Ann Arbor

UX Researcher (Accessibility) | May 2017 - Present

- Evaluated the Uber mobile app for accessibility by conducting 12 interviews with blind people in New Delhi along with usability tests.
- Currently in the process of compiling the findings to present to the Uber accessibility team.

New Eagle LLC, Ann Arbor

UX Consultant | September - December 2016

- Evaluated current workflow to identify gaps in the order fulfillment process of the distribution team of New Eagle using user research tools such as contextual inquiry and affinity wall.
- Presented 2 short term and 1 long term recommendations, out of which 1 is currently being implemented.

Amadeus Software Labs, India

Frontend Developer | 2013-2015

- Developed and shipped the rail and e-ticket module in Sell Connect, a booking application used by travel agents, while collaborating with French counterparts.
- Used Angular js and javascript for the same.

Projects

Itineraire (UM), Ann Arbor

Interaction Designer, January - April 2017

- Designed Itineraire, a location based itinerary sharing app, keeping in mind the principles of identity, motivation and moderation in a community. Proposed business plan to make it financially sustainable.

Tecaid (UM), Ann Arbor

Interaction Designer, September - December 2016

- Conceptualized and designed hi-fidelity prototypes for an app Tecaid, which helps baby boomers with their tech related problems.