JATIN GUPTA

UX 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.

MEMORABILIA (UM), ANN ARBOR

UX Designer | September 2017 - Present

Devising a novel social computing system that allows users to relive other's memories at a particular location. After needfinding interviews and guerilla testing, currently working on sketches of the key features.

AMADEUS SOFTWARE LABS, INDIA

UI Developer | Jul 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.

Used Angular js and javascript for the same.

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.

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 recommendaions to improve the information discovery, accessibility and user engagement for their website.

NEW EAGLE LLC, ANN ARBOR

UX Consultant | September - December 2016

Evaluated current workflow to identify gaps in the order fulfilment 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.

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.
JNew Delhi, Aug 2009 - Jun 2013

SKILLS

Contextual inquiry	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	D3.js
Rapid prototyping	Python/Java
Web Accessibility	Unity/C#