

» ikansal2@illinois.edu  
» ishaankansal.me  
» 217 979 5742

# ISHAAN KANSAL

PRODUCT DESIGNER

## EDUCATION

### UNIVERSITY OF ILLINOIS AT URBANA CHAMPAIGN

BS in Computer Science (Dec. 2017)

Major GPA - 3.5

*Emphasis in Human Computer Interaction*

## ONLINE COURSES AND MOOCs

Coursera

Interaction Design Specialization (UCSD)

Graphic Design Specialization (CalArts)

## SKILLS

### SPECIALTIES

Mobile Interface Design | Website Design

Prototyping | Wireframe | User Research

Information Architecture | Wearable UX

## TOOLS

Sketch | Illustrator | Photoshop

After Effects | InDesign | Axure RP | Framer.js

Omnigraffle

## DEVELOPMENT

iOS | HTML5 | CSS3 | JavaScript | CocoaScript

Bootstrap | C++ | MySQL | Java

## INVOLVEMENT

### STUDENT STARTUP MADNESS TOP 32 & ILLINOIS STARTUP BOOTCAMP

Selected for Binge

### ACM REFLECTIONS | PROJECTS FAIR 2016

Organizer - Design Team

### FOUNDERS ORGANIZATION ILLINOIS ENTREPRENEURS

Organized Startup Career Fair in Spring 2015

### JAAGOTEENS

Conducted workshops across offices and schools to spread Cyber Safety Awareness

### PROJECT ENABLE

Helped over 2500 and counting underprivileged students get premier education in India

## EXPERIENCE

### PINTEREST

PRODUCT DESIGN INTERN

*Summer 2016*

*San Francisco, CA*

- » Launched a content creation flow to allow users to save more content easily. The flow led to a consistent 10% increase in content created daily across all platforms.
- » Redesigned and prototyped core product features to increase usability and comprehension.
- » Developed an internal Sketch Plugin that increased team productivity.
- » Participated in user research sessions with advertisers and daily users to evaluate their needs and design a better product.

### JOHN DEERE

UI/UX DESIGN INTERN

*Spring 2016*

*Champaign, IL*

- » Took broad, conceptual ideas through low/medium-fidelity iterations, and turning them into high-fidelity prototypes for cross-platform.
- » Defined the workflow and main features of the app with UX team.
- » Participated in meetings with stakeholders and vendors, evaluating business needs and the content of digital products for millions of farmers.

### RECONSTRUCT, INC

PRODUCT DESIGN INTERN

*Fall 2016*

*Champaign, IL*

- » Designed a cloud application for construction site workers and managers to track development progress and keep the projects on track.
- » Responsible for the design of the Administrative Dashboard and File/Asset Manager, from the conceptual stage to iterative high fidelity designs.
- » Simplified the work flow, defined interactions, and created visual elements.

### GIGSTER, INC

FREELANCE PRODUCT DESIGNER

*2015 - Present*

*Champaign, IL*

- » Designed a meal recommendation mobile application for people suffering from chronic diseases, from ideation to implementation. Built full-scale prototypes.
- » Created low to high fidelity prototypes for client projects.
- » Oversee the product from conception to assets creation to shipping.

## SELECTED PROJECTS

### BINGE

Designing a news curator application that provides users with tailored news and perspectives on current and past events. Conducted market research to establish use cases and user personas.

### HOMEFINDR

Designed and developed a web application aimed towards redefining the experience of renting an apartment in major cities across the US by providing users with more information regarding Affordability, Crime Rates, Schooling and Nightlife per zip code.

### IRIS

Building a product that allows users who don't own a smartphone or live in areas with zero or limited internet connectivity to be able to perform operations like Search, Weather checks, etc. using a simple text message.