

JAEE APTE.

FULL STACK PRODUCT DESIGNER

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PRODUCT DESIGNER | Rollbar

Oct 2017 - present | 2 yrs

- Leading the design and user experience of Rollbar's core features - Monitor, Triage and Debug errors.
- Helping the growth team to conduct generative research and run experiments on the onboarding and purchasing experiences for Rollbar's error monitoring & analytics service.
- Identifying existing pain points in the product or opportunities for new workflows and putting together a proposal for product roadmap, substantiated by user research and initial design concepts.
- Leading company-wide initiatives to set up design process and tools. Conducting regular workshops with team members to encourage a collaborative product development process.
- Led the redesign of Rollbar's core experience, currently under beta launch with over 50% adoption rate.



PRODUCT DESIGNER | University of Michigan

May 2016 - Oct 2017 | 1.5 yrs

- Led the redesign of ECoach, a \$1.9 million NSF funded online personalized training tool for students to improve their academic performance.
- Since launching the redesign, ECoach has helped over 25,000 students at the University of Michigan and expanded to UC Santa Barbara.



PRODUCT RESEARCH & ENGINEERING | Microsoft

Jul 2013 - Jul 2015 | 2 yrs

- Designed and built an "Advanced code search" experience for the developer productivity suite of Visual Studio Team Services (now Azure DevOps).
- Conducted contextual inquiry and needs assessment with in-house Microsoft developers to understand their workflow and the productivity tools that make them efficient.
- Azure DevOps was launched internally in 2015, and to general audience in 2018. Since then it has helped thousands of engineers save time & improve their productivity through a unified development infrastructure.

EDUCATION

UNIVERSITY OF MICHIGAN, ANN ARBOR

MS in Information

Human-Computer Interaction - MSI '17

Honors: Merit Scholarship Fellow

UNIVERSITY OF PUNE, INDIA

Bachelor of Engineering

Computer Science - BE '13

SKILLS

PRODUCT DESIGN

Mock-ups

Wireframes

Icons & Illustrations

Interactive Prototypes

Heuristic Evaluation

Usability Testing

Contextual Inquiry

TOOLS & CODING

Sketch

Illustrator

Photoshop

InVision/UxPin

d3.js

HTML/CSS

C#, git