

JAEE APTE.

PRODUCT DESIGNER

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WORK EXPERIENCE



PRODUCT DESIGNER | Domino Data Lab

Jun 2020 – Present | 1 yr

- Leading the User Experience and Information Architecture of ‘Data Access’ workflows for Domino’s Enterprise Data Science platform.
- My responsibilities involve researching competitive products, understanding users’ data access requirements and workflow through user interviews, leading brainstorming workshops to synthesize user needs/goals and define the solution space. Once a solution is scoped out, I create click-through prototypes and mock-ups and handle the entire handoff process to engineering.



PRODUCT DESIGNER | Rollbar

Oct 2017 – Jun 2020 | 2 yrs 9 mos

- I led the User experience redesign of Rollbar's core features – Monitor, Triage, and Debug errors, with 40% adoption rate under beta launch in 2020.
- I Identified existing pain points in the product and opportunities for new workflows to put together a proposal for product roadmap, substantiated by user research and initial design concepts.
- I assisted the growth team to conduct generative research and run experiments on the onboarding and purchasing experiences for Rollbar’s error monitoring & analytics service.
- I also led company-wide initiatives to set up the design process and tools. Conducted regular design workshops with team members to encourage a collaborative product development process.



PRODUCT DESIGN INTERN | University of Michigan, Academic Innovation

May 2016 – Oct 2017 | 1 yrs 6 mos

- I worked with the office of 'Academic Innovation' to build educational tools for students and professors. I 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 in 2017, ECoach has helped over 25,000 students at the University of Michigan and expanded to UC Santa Barbara.
 - During this process, I teamed up with other designers and UX researchers to identify problems with existing student-teacher interactions and propose a solution to alleviate the problems. I conducted user interviews with students and professors, created design mock-ups in Adobe Illustrator and tested the designs with students.
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WORK EXPERIENCE (Contd.)

 **SOFTWARE ENGINEER | Microsoft**
Jul 2013 – Jul 2015 | 2 yrs

- Worked on the team that 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 internal Microsoft developers to understand their workflow and the productivity tools that make them efficient. Owned the 'Parser' component of the product and was responsible for developing and testing the code.
- Azure DevOps was launched internally in 2015, and 2018 (GA). 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

CONSULTING EXPERIENCE

INTERACTION DESIGNER | UofM HCI Lab

2016 – 2017

UX RESEARCHER | Seelio

2016

DESIGN CONSULTANT | Design Clinic

Sept 2015 – Apr 2016

UX CONSULTANT | City of Jackson, Michigan

2015

ACHIEVEMENTS

- Merit Scholarship recipient at the University of Michigan.
 - Winner of 3M & Amazon Design Jams.
 - Contributor of 4 artworks to the “Microsoft Giving” charity event.
 - Volunteered as an English teacher for a year with an NGO Make A Difference to underprivileged children in India.
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