JAEE APTE.

FULL STACK PRODUCT DESIGNER

www.jaeeapte.com • jaee.apte@gmail.com

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	TOOLS & CODING
Mock-ups	Sketch
Wireframes	Illustrator
Icons & Illustrations	Photoshop
Interactive Prototypes	InVision/UxPin
Heuristic Evaluation	d3/js
Usability Testing	HTML/CSS
Contextual Inquiry	C#, git

WORK EXPERIENCE

UX DESIGNER | Domino Data Lab
Jun 2020 – Present | 9 mos

- 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. With my training in User research methods and frameworks, I conduct user interviews, run heuristic evaluations of the product, and review older research and support tickets.

- This helps me design a meaningful information architecture and interactive product features. I apply my training in Interaction and Graphic Design to create click-through prototypes and mock-ups using tools like Sketch and Invision.

- These designs are then tested with internal and external users and refined further. I hand-off the designs to the engineering team and support them during the final implementation.

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.

- During this process I conducted user interviews, ran 'Affinity UX Diagramming' workshop with stakeholders, created several iterations of designs in Sketch and Invision tools, and tested these designs with our customers.

- Identified existing pain points in the product or opportunities for new workflows and 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.

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WORK EXPERIENCE (Contd.)

UX DESIGN INTERN | University of Michigan, Academic Innovation
May 2016 – Oct 2017 | 1 yrs 5 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.

- 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.

- Since launching the redesign in 2017, ECoach has helped over 25,000 students at the University of Michigan and expanded to UC Santa Barbara.

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.

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.