Jay Chopra

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Education

University of Michigan
BBA, Ross School of Business
Minor, Stamps Art & Design

Georgia Tech
Coursera Certificate, UX Design

On Deck   **Co.Lab**
ODNC2   COLAB3, COLAB4

Tools

- 👥 Figma, Adobe XD
- 🌐 Webflow
- 🔵 Bubble.io
- ⚡ Zapier
- 🖼️ FigJam, Mural
- 📷 Adobe Photoshop
- 🖌️ Adobe Illustrator
- 🖨️ Adobe Indesign
- 🎛️ Ableton Live 9
- 🎬 Final Cut Pro X

Skills

- 🔁 Design Thinking
- 🔗 Empathizing
- 💬 Stakeholder Interviews
- 👤 User Personas
- 🗺️ Product Roadmap
- 🔍 Competitive Analysis
- 🏛️ Information Architecture
- 🔀 Process Automation
- ⚙️ Interactive Prototyping
- 🏁 Agile Development
- 🤝 Developer Relationships

Passions

- 🎼 Music
- 🏍️ Motorcycles
- 🤏 Meditation

👋 Hey, I'm Jay

I design experiences, and hats that say Product Manager on them, and I'm really passionate about the no-code movement.

Present 📈 DCM Advisors UX + No Code Operations `Contract`

DCM is a multi-brand investment advisory boutique with 1 billion+ AUM; Currently implementing cohesive design systems (fonts, colors, layouts), across print, desktop, mobile, email; Replaced 2 outsourced tech teams and legacy products, automating newsletters, social media and CRM, saving over $22k in recurring annual expenses; Dragged the firm kicking and screaming into the 21st century

2021 🗺️ No Fixed Addresses Product Manager `COLAB4`

NFA is a platform that supports hostels and tour operators by promoting local events; Led an international remote team of Designers and Developers, translating business logic into technical specifications, scoping a roadmap for our team, launching an innovative product

2021 ☀️ Morning Product Designer `COLAB3`

Morning is a browser extension that helps users build healthy habits by locking the internet browser for short intervals, encouraging users to focus on health + wellness; Collaborated with a Developer, PM, and a Mentor across 8 weeks to build, test, iterate, and pitch our product

2019 👖 Detroit Denim Co. UX Research `BBA Capstone`

DDCo is a midwest-based denim boutiqe that's been featured on NBC's *The Profit*; Our team surveyed customers on social, mapping out an end-to-end user flow for mass-online customization, thoroughly researching various factory operation models, identifying feasible features, developing a roadmap to launch the product

2018 🐶 Pet Supplies Plus UX Research + Design `Consulting`

Investigated the *Pet Degree Program*, a legacy employee-education initiative, interviewing stakeholders from cashier to CEO; Identified bottlenecks, presenting an interactive e-learning prototype alongside 3 actionable strategies, impacting 560 franchise locations across the U.S.

2017 🏍️ SPARK: Electric Racing Creative Director `Student Org`

Grew a world-record setting team from 20 to 60+; Rebranded online presence attracting significant media attention, resulting in a feature in the Detroit *NAIAS* automotive show; Expanded social reach to 250k+ impressions, acquiring new sponsors and over $28,000 in funding

2016 🐴 Lebenthal Asset Management Designer `Internship`

Collaborated directly with Portfolio Managers, refreshing client-facing slide decks and fact sheets for multiple investment products; Maintained design systems, expanding document libraries with quarterly updates