



Jay Chopra

Business ∞ Design

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Tools

- Adobe XD
- Figma
- Sketch
- Bubble.io
- Ableton Live 9
- Final Cut Pro X
- Adobe Photoshop
- Adobe Illustrator
- Adobe Indesign

Skills

- Design Thinking
- Empathizing
- User Interviews
- Personas
- Affinity Mapping
- Competitive Analysis
- Information Architecture
- Process Automation
- Interactive Prototyping

Passions

- Music
- Motorcycles
- Meditation

Georgia Tech

School of Interactive Computing

University of Michigan

Penny W. Stamps School of Art and Design

Stephen M. Ross School of Business

Co.Lab | UI/UX Design

currently in a cohort launching a product alongside a developer and a PM

Weichert Realtors | Experience Design

designed an accessible web experience for a top 1% real estate agents portfolio

Detroit Denim Co. | Operations Consultant

prototyped user experiences, leading to a new online mass customization offering

Pet Supplies Plus | UX Research & Design

applied Design Thinking, increasing participation of team growth initiatives

SPARK: Electric Racing | Head of Marketing

redesigned brand, netting \$20k in funding, and a feature in america's largest auto show