Jay Chopra

**** (646) 963 - 3016

ichopra@umich.edu

ichopra.com

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

3 Ableton Live 9

Final Cut Pro X

Skills

Design Thinking

Stakeholder Interviews

User Personas

Margar Product Roadmap

Competitive Analysis

1 Information Architecture

Process Automation

Interactive Prototyping

Magile Development

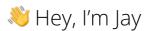
> Developer Relationships

Passions

Music

Motorcycles

Meditation



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

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

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 Toetroit Denim Co. UX Research BBA Capstone

DDCo is a midwest-based denim boutige 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