chetan keshav.

ux designer & developer

kchetan.com | 734 272 9442
kchetan@umich.edu

Experience

UX Design Intern | GALE Cengage
Farmington Hills, MI. Jun - Jul 2018

Designed a new collaboration tool for Digital Humanities researchers.
Conducted interviews, secondary research and competitive analysis.
Developed high fidelity prototype using Axure & Figma.
Participated in a design sprint to make a resume builder for novice users.

Interaction Designer | Cancer Research Informatics Center
Ann Arbor, MI. Nov 2017- Apr 2018

Conducted contextual inquiry at the facility to identify usability issues.
Designed wireframes in Figma & conducted high fidelity prototype testing.
Developed features using ReactJS.

Product Manager & UI Developer | Via.com, SapientNitro
Bangalore, India. Apr 2014 - Aug 2017

Planned and coordinated the launch of a new travel product.
Measured the portal performance by implementing Google Analytics, BQ.
Automated housekeeping tasks using custom tools built on NodeJS.
Developed customer facing responsive web apps using HTML, CSS, ReactJS.

Graduate Student Instructor | School of Information
Ann Arbor, MI. Sep 2018 - Apr 2019

Helped plan a new grad level course to teach hybrid app using Ionic.
Assisted in developing assignments, grading and helping students.
Helped undergraduate students with their Django (Python) projects.

Course Projects

Product Design, IoT Development | Brushy
Ann Arbor, MI. Sep 2018 - Apr 2019

Developed a product to promote good brushing behavior among children.
Explored problem space using video diary studies and interviews.
Conducted user enactments with children to validate the ideas.
Integrated gyroscope, accelerometer on a toothbrush to capture movement.
Constructed a smart mirror to allow easy interactions.

UX Research | MyDreamTeam, Northwestern University
Ann Arbor, MI. Jan - April 2018

Conducted usability study, heuristic evaluation.
Worked closely with the dev team to implement findings from the survey.

Education

University of Michigan
Human Computer Interaction
Master of Science in Information
Ann Arbor, MI | Apr 2019

PES Institute of Technology
Telecommunication Engineering
Bachelor of Engineering
Bengaluru, India | Apr 2014

UX Tools & Dev

Design low & high fidelity prototyping, illustrator, photoshop, sketch, figma, InVision, principle, framer

Research interviewing, contextual inquiry, card sorting, diary study, storyboarding, wireframing, affinity mapping, customer journey mapping, usability testing, heuristic evaluation

Prototyping HTML5, CSS3, JavaScript, ReactJS, NodeJS, Angular, D3.js, Python, Django, Arduino, Linux

Projects

UX Design, WordPress dev
Artseed, San Francisco | Mar 4-8 2019

Pro bono project with a non-profit to revamp their online presence. Information architecture was updated and the team was educated on the best social media practices.

Finalist, Design Competition
UIST, Berlin | Oct 2018

Developed a working robot using arduino, mechatronics and OpenCV.