

chetan keshav.

ux designer & technologist

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work experience

UX Research & Design Intern • GALE Cengage

Farmington Hills, MI • Jun - Jul 2018

Designed a new collaboration tool for Digital Humanities researchers

Conducted **competitive analysis** and iterated on **wireframes**

Developed **high fidelity prototype** using **Axure & Figma** for **usability tests**

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 address **usability issues**

Designed wireframes in **Framer** & conducted **high-fi prototype testing**

Developed features for the existing application using **ReactJS**

Technical Product Manager & UI Developer • Via.com

Bangalore, India • Aug 2016 - Aug 2017

Planned and coordinated the launch of a new product

Measured the portal performance by implementing **Google Analytics, BQ**

Automated housekeeping tasks by developing custom internal tools in **NodeJS**

Developed customer facing responsive web apps using **HTML, CSS, ReactJS**

projects

Cal : Scheduler for the Elderly

Ann Arbor, MI • Jan - Jul 2018

Cal is a products to improve the quality of life for the elderly

Used user **interviews**, **concept tests** and **conjoint analysis** to shortlist ideas

Designed aesthetics of the product in accordance to the target population

Constructed a **working prototype** for a competitive **trade exhibition**

Developed interactions using the Amazon Alexa SDK and Google Calendar API

AthleteJuvo : Gamification for Athlete Rehab

Ann Arbor, MI • Sep - Dec 2017

Interviewed users, subject matter experts to understand the recovery process

Designed high fidelity prototypes using **sketch** and **invision** app

MyDreamTeam, Northwestern: Team making tool

Ann Arbor, MI • Jan - April 2018

Conducted **usability study**, **heuristic evaluation** to understand the pain points

Reported findings from **survey**, **comparative evaluation** to the dev team

education

University of Michigan

Ann Arbor, MI • Apr 2019

Master of Science in Information

UX Research and Design

PES Institute of Technology

Bengaluru, India • Apr 2014

Bachelor of Engineering

Telecommunication

ux methods & design tools

methods interviewing, contextual inquiry, card sorting, diary study, storyboarding, wireframing, affinity mapping, customer journey mapping, low & high fidelity prototyping, usability testing, heuristic evaluation
tools illustrator, photoshop, sketch, figma, InVision, zeplin, framer

development

Graduate Student Instructor

University of Michigan • Winter 2019

Assisted in teaching an interactive

application class using **Django**

Graduate Student Instructor

University of Michigan • Fall 2018

Assisted in designing and conducting

a new **ionic** app dev course, based

on **AngularJS** and **TypeScript**

Finalist, Design Competition

UIST, Berlin • Oct 2018

Developed a working robot using

arduino, mechatronics and **OpenCV**