

# chetan keshav.

ux designer & technologist

kchetan.com • 734 272 9442

kchetan@umich.edu

## 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 tools using **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 Alexa SDK and Google Calendar API.

### AthleteJuvo : Gamification for Athlete Rehab

Ann Arbor, MI • Sep - Dec 2017

**Interviewed** users, subject matter experts to understand injured athletes.

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**.

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**