

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 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

UX 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**

Developed responsive web apps using **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

Developed and built a **working prototype** for a competitive **trade exhibition**

Used the Amazon Alexa SDK and Google Calendar API

AthleteJuvo: Gamification for Athlete Rehab

Ann Arbor, MI • Sep - Dec 2017

Interviewed athletes, physiotherapist 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

Coordinated with a remote team to conduct usability studies

Conducted survey, comparative evaluation and heuristic evaluation

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

Interviewing, contextual Inquiry, card sorting, diary study, storyboarding, wireframing, affinity mapping, customer journey mapping, low & high fidelity prototyping, usability testing, heuristic evaluation

design tools

Illustrator, photoshop, sketch, figma, InVision, zeplin, marvellapp, FramerX, procreate

development

Graduate Student Instructor

University of Michigan • Fall 2018

Assisted in designing and conducting a new ionic app dev course

Finalist, Design Competition

UIST, Berlin • Oct 2018

Designed and developed a working robot using arduino, mechatronics and computer vision