Tushar Kochgavay
User Experience | Product Designer

✉ tushk@umich.edu
🌐 www.tusharkochgavay.com
📞 1.734.846.1380

💼 WORK EXPERIENCE

Product Design Intern | Salesforce, San Francisco
May '16 - Aug '16

- Led exploratory design project on voice user interface. Etched 3 key user stories that were later presented at Sales Cloud Keynote at Dreamforce 2016.
- Shipped 3 new features with improved UX for Salesforce's Outlook & GMail app available to 500 million+ users.

UX Designer | University of Michgan, Ann Arbor
Sept '15 - Sept '16

- Led a 3-member multi-disciplinary team to design and build a tangible digital art display that visualizes activity of 30,000 students.
- Individually researched 20+ papers to design 10 ideas and build a physical prototype. Project onroad for presentation at LAK International Conference '17.

Design Architect | RSA+R204Design, New Delhi - Los Angeles
May '12 - May '15

- Led renovation of a 10,000 SqFt residence of Harvard Professor with sustainable and contemporary design costing under $0.5million.
- Assisted design and construction of a 13-acre retail complex costing $100 million

🖥 SELECTED PROJECTS

Voice & IoT | Product Design Intern, Salesforce | May '16 - Aug '16

Conducted 15 stakeholder interviews, 3 competitor analysis to design 6 key user flows for voice user interface. Collaborated with 2 engineers and 2 researchers to prototype with Alexa and present live demo in front of 30+ stakeholders.

ATLAS | UX Designer, University of Michigan | Sept '15 - Sept '16

Designed & built an 18" x 27" digital art display out of wood, acrylic and LEDs to visualize student activity from 17 departments. Installed the display in faculty lobby and university library to measure behavior of 50+ users.

Ubiquity Retirement | Academic Project | Jan '16 - Apr '16

Conducted 7 user interviews, 8 competitor analysis, 5 usability tests, 1 survey and heuristic evaluation to recommend 10 design changes for client's website which were later implemented and released.

LightUp | Academic Project | Sept '15 - Dec '15

Designed a mobile app to track electricty wastage and educate for better usage. Conducted 7 user interviews to sketch 10 scenarios for 3 personas. Created paper and hi-fi prototype for designing interactions and testing with 10 users.

👤 PARTICIPATION

- Winner, Amazon design challenge at University of Michigan, 2016
- Winner, Interactive Museum Design at Architecture Students' Meet, 2012
- Volunteer member for Salesforce UX Team at San Francisco Design Week 2016
- Volunteer at Ocean Beach Cleanup & Larkin Youth Services, San Francisco, 2016

🎓 EDUCATION

University of Michigan, Ann Arbor
Graduation: Dec 2016

MS in Information
Major: Human-Computer Interaction
CGPA: 3.87/4.0

Birla Institute of Technology, Mesra
Graduation: May 2012

Bachelor of Architecture
CGPA: 8.4/10.0

📐 SKILLS

Design
Brainstorming, Design Thinking, Sketching, Wireframing, Information Architecture, Prototyping, Visual Design

User Research
User Interviews, Scenarios, Personas, Heuristics, Contextual Inquiry, Usability Testing

Design Tools
Sketch, Photoshop, Illustrator, InVision, Marvel, Proto.io, Principle, Flinto, Balsamiq, Axure, AutoCAD, 3DS Max, SketchUp, 3D Printing,

Programming
HTML, CSS, Javascript, jQuery, Python, PHP, SQLite, MySQL

📖 ONLINE COURSES

Human-Centered Design, 2015
Prof. Scott Klemer
University of California, San Diego

Programming for Everybody, 2015
Dr. Charles Severance
University of Michigan, Ann Arbor

♥ INTERESTS

Technology, Design, Guitar, Table Tennis, Basketball & Aviation