



# Reeshma Kumar

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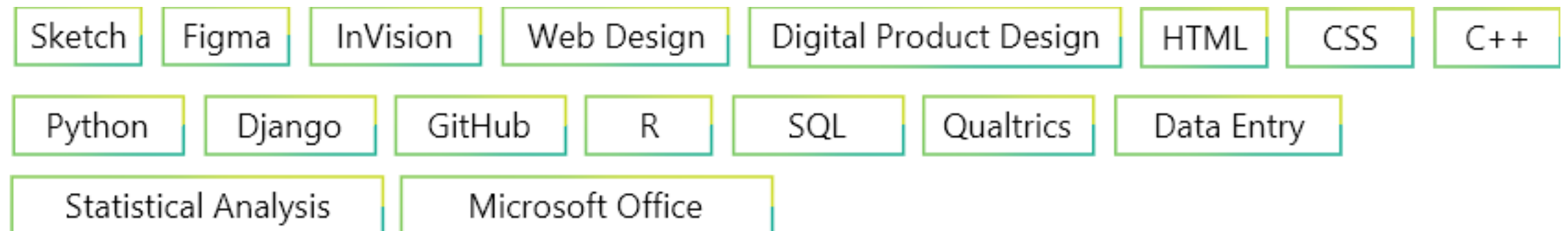


## Education

B.S. Information | University of Michigan, Ann Arbor, Class of 2020

- Specialization in User Experience Design
- Minor in Science, Technology, and Society
- Major GPA: 3.9/4.0
- Coursework: HCI, Digital Product Design, Needs Assessment Usability Evaluation, Interaction Design Studio, Data Structures and Algorithms

## Skills



## Experience

Product Design Intern | Stats Perform

Jun 2019 - Aug 2019

- Conducted user and usability research and competitive analysis to prove business benefits and viability of tennis widgets in sports statistics market
- Designed public-facing widgets through Sketch to provide users with real time tennis statistics and presented prototypes to executive board

Assistant Researcher in Social Media | UM School of Information

Jan 2018 - May 2019

- Published and presented peer-reviewed paper discussing style and popularity of insulting tweets between major politicians in India at HICSS-53
- "The Anointed Son, The Hired Gun, and the Chai Wala: Enemies and Insults in Politicians' Tweets in the Run-Up to the 2019 Indian General Elections," 53rd Hawaii International Conference on System Sciences Proceedings, 2020

Assistant Researcher | UM Transportation Research Institute

Oct 2017 - Sep 2018

- Implemented survey theory to design Qualtrics surveys for research studies to determine bicycle and pedestrian traffic patterns in metro Detroit
- Wrote academic paper discussing benefits of video game format to teach practical and academic concepts and foster long term information retention

## Leadership

Digital Product Marketing Team | UM Center for Value Chain Innovation

Dec 2018- Apr 2019

- Collaborated with team to build Center for Value Chain Innovation based in the Ross School of Business
- Performed research on information technology terms and designed web architecture, Ebooks, and white papers to make knowledge accessible

Michigan Manzil Dance Captain

Jun 2017 - May 2019

- Competed nationally and performed at local events
- Choreographed and taught dance routines, conceptualized performances and props, and organized logistics for team of 24