

Namit Kapoor

UI/UX Designer

namitkpr@gmail.com | namit.me | linkedin.com/in/namitkapoor | 603-277-1542

Experience

Lead UI/UX Developer

Sentry Skin | August 2024 - Present

- Initiated user-centered design workflows in Figma and React, integrating AI technologies such as large language models (LLMs) and computer vision to enhance user engagement by **12%**.
- Collaborated with cross-functional teams, leveraging AI-driven insights and data analytics to deliver innovative skincare solutions and validate product feasibility through proof-of-concept prototypes.
- Optimized front-end development workflows using javascript frameworks, ensuring high-quality releases and seamless cross-platform compatibility.

UX Motion Designer

Georgia Tech | February 2024 - May 2024

- Engineered a **360°** interactive video using Unity and Blender, combining cutting-edge design principles with seamless interactivity to market Georgia Tech's campus.
- Developed dynamic C# scripts to enable real-time animation control, usability testing, and tailored storytelling experiences to promote opportunities in the gas and construction industries to high school students.

UX Design Intern

My Influency | May 2023 - August 2023

- Revamped the information architecture and user-friendly UI design system for a fintech platform, improving business workflows by **28%**.
- Conducted user research through workshops, utilizing participatory design methods and user centered design principles to understand the financial needs of small businesses in Atlanta.

Graduate Research Assistant

Georgia Tech | January 2023 - May 2023

- Designed and tested real-estate simulations incorporating data management and market analytics from the energy sector in Atlanta, improving digital asset efficiencies by **85%**.
- Created proof-of-concept prototypes for urban planning tools, combining game-based design and interactive storytelling.

3D UX Designer

Arlene | October 2021 - July 2022

- Crafted immersive WebAR applications for Macy's, driving a **20%** increase in store traffic and generating **\$75k/month** in revenue.
- Delivered production-ready UI assets aligned with Coach and Kate Spade's aesthetic principles, earning accolades such as WindowsWear, Lenslist, and Webby Awards.

Projects

UX Developer

Georgia Tech | August 2023 - May 2024

- Developed an AR-based task management tool, improving task completion efficiency by **30%** for young adults by integrating spatial design principles with interactive prototypes built in Unity.

UX Researcher

John Deere & Georgia Tech | August 2022 - December 2022

- Recruited novice farm owners and stakeholders from John Deere dealerships to conduct end-to-end research involving surveys, on-site interviews, and task analysis to assess the behavior, motivation, and needs of roughly **1.8 million small farm owners**.

Motion Designer

DALI Lab | June 2019 - March 2020

- Researched, designed, and animated informative vector animations **2-3 mins** each which celebrated technological innovations brought by extensive research by notable senior professors at Dartmouth College.

Education

Georgia Institute of Technology

M.S. Human Computer Interaction | 2022 - 2024

- Defended UX Research thesis illustrating benefits of spatial interfaces for task management for young adults.
- Focus on mixed reality design, interaction design, and prototyping user interfaces.

Dartmouth College

B.A. Interdisciplinary, Digital Studies | 2017 - 2021

- Received full tuition scholarship.
- Self made major incorporating motion design, human-centered design, and 3D modeling

Yale University

Young Global Scholars Program | 2016

- Attended summer program under full tuition scholarship.
- Enrolled in Applied Sciences and Engineering track.

Skills

Design

User Experience (UX) · Interaction Design · User Interface (UI) · Product Design · Prototyping · Motion Design · Wireframing · Low-High Fidelity Mockups

Research

User Interviews · User Testing · Information Architecture · Journey Mapping · Quantitative Analysis · A/B Testing · Competitor Analysis · Design Strategy

Software

Angular · React · HTML · CSS · C# · Sketch · Figma · Illustrator · Photoshop · InDesign · AfterEffects · Adobe XD · Maya · 3Ds Max · Unity

Visual Design

Branding · Typography · Iconography · Web Design, Stylesheets and Guidelines

Other Skills

Rapid Iteration · Cross-functional Collaboration and Communication · Human-centered Approach · Provide and Solicit feedback

Awards

Immersed GT Hackathon: Best in AR Category | 2023

WindowsWear: Best AR/VR Experience | 2021

Webby Honoree award | 2021

Leslie Center for Humanities Award | 2020

Junior Research Scholarship | 2020

Leslie Center for Humanities Award | 2019

Dartmouth General Scholarship | 2017-2021

NASA Space Settlement Design Contest Winner | 2015-2017