Navdeep Singh Bagga

Product/UX Designer who focuses on the "Why" more than the "How"

navdeepb3191@gmail.com
+1 (734) 881-0877
www.navdeepsb.com

EXPERIENCE

UX Designer at Nutanix
Bay Area, CA | May 2018 - present
Involved with the Acropolis Hypervisor (AHV) team to design simple & intuitive UI solutions for admins, thereby helping them conduct complex enterprise infrastructure management tasks better and faster.

Graduate Student Instructor (Web Design) at U-M
Ann Arbor, MI | Jan - Apr 2018
Assisted a batch of over 80 students and lead 2 discussion sections teaching introduction to web design and development while paying equal attention to conforming with best practices & a11y standards.

Teaching Assistant (Graphic Design) at U-M
Ann Arbor, MI | Sep - Dec 2017
Assisted a batch of 33 students with introduction to graphic design & visual communication. Responsible for grading assignments, keeping in mind the importance of form & content in graphic design.

Product Design Intern at Duo Security, Inc.
Ann Arbor, MI | May - Aug 2017
Designed a new feature to mark devices as lost or stolen through rapid iterative approach, validating via usability testing along the way. Designed a data visualization interface for corporate device usage & moderated a usability test session for another project comprising 4 users.

Front-End Developer at Kore, Inc.
Hyderabad, India | Nov 2015 - Jun 2016
Worked on the front-end of Kore web app's enterprise administration console which was used by more than 20 clients. Refactored & created new web components in a custom jQuery framework using Handlebars.

Co-Founder & Front-End Developer at merainstitute.com
Indore, India | May - Sep 2015
Designed & developed the front-end of the product website in 3 weeks. Handled product branding and negotiated with prospective clients.

SKILLS

UX : Needfinding, Brainstorming, Personas, Surveys, Sketching, Storyboarding, Lo-fi & Hi-fi Prototyping, Usability Studies
Dev : JavaScript, HTML5 + CSS3, jQuery, React, Webpack, Grunt, SASS
Design : Sketch, Adobe Illustrator, Adobe XD, Framer, InVision, Marvel

EDUCATION

University of Michigan School of Information
MS in Information, 2018 (Human-Computer Interaction)

Shri G.S. Institute of Technology & Science
Bachelor of Engineering, 2013 (Computer Engineering)

PROJECTS

Worthy
Ann Arbor, MI | Sep 2017
Personal project for micro-managing budget that takes into account a user's worth rather than their actual physical bank balance(s). Prototyped the web app after thoroughly researching the problem.

Usability Evaluation of Expedia
Ann Arbor, MI | Jan - Apr 2017
Evaluated Expedia's iOS app v8.4's Bundles feature to understand needs assessment & usability evaluat--ion. Proposed solid recommendations to improve the app even more.

Market Research for Audiovate
Ann Arbor, MI | Jan - Apr 2017
Conducted market research & customer discovery for this music-based workout technology. Applied UX principles to come up with a market strategy for the client.

Run Finder
Ann Arbor, MI | Sep - Dec 2016
Designed an informed running smartphone app to address the needs of novice runners. Implemented best UX practices & iterated frequently to accommodate feedback & refine the interactions.

BadgerJS
Indore, India | Jun 2015
Developed a highly customizable JavaScript notification library for webpages in 2 days from scratch. Displays notification cards on top of screen to not disturb the current DOM structure.