

# NITASHA KOCHAR

nitasha.kochar.19@dartmouth.edu | 516.761.9079  
HB 2416 Dartmouth College, Hanover NH 03755

---

## EDUCATION

### DARTMOUTH COLLEGE

BA in Computer Science modified  
with Anthropology & minor in  
Human-Centered Design

Expected Grad. 2019 | Hanover, NH  
GPA: 3.6/4.0

Activities: Chi Delta, Improve  
Dartmouth, Dartmouth Outdoors  
Club

### ixPERIENCE

UX Design Intensive program; user  
research, testing & prototyping  
Summer 2016 | Cape Town, South Africa

## COURSEWORK

### UNDERGRADUATE

- Multivariable Calculus
- Discrete Math
- Object Oriented Programming
- Design Thinking
- Full-Stack Web Development
- Social Psychology
- Digital Electronics

## TECHNICAL SKILLS

- Javascript
- React
- Redux
- jQuery
- Node.js
- Firebase
- Sass
- $\LaTeX$
- VHDL

## DESIGN SKILLS

- Sketch
- Photoshop
- Illustrator
- Axure
- InVision
- Principle Animation

## UX SKILLS

- Customer Journey Maps
- Hi-fi, Lo-fi, & paper prototyping
- Usability Testing
- Interaction Design

## LINKS

Github:// [nitashakochar](#)  
LinkedIn:// [nitashakochar](#)  
Portfolio:// [nitashakochar.me](#)

## WORK & LEADERSHIP EXPERIENCE

### PEAPOD | SALES, MARKETING, & BUSINESS DEVELOPMENT INTERN

Sep 2017 - Present | Manhattan, NY

- Developed strategy to capitalize on \$1MM opportunity to grow sales of NY local merchandise
- Produced & conducted user survey to identify key consumer pain points
- Analyzed sales data to track customer journey & patterns
- Identified competitor assortment of local products by keeping up with trends and participating in retail tours
- Designed on-going dedicated "NY's Best Page" marketing plan by highlighting awareness on the site and addressing user needs

### DALI LAB | DESIGNER, DEVELOPER & TEAM-MEMBER

Sep 2016 - Present | Hanover, NH

#### Neuroviz

- Delivered a client-facing platform for Deloitte Neuroscience Institute that explains the benefits of scientific tools in management decision-making
- Developed and implemented designs with Javascript and HTML5/CSS

#### Self-Training for ASD

- Designed a platform on which children and teens with Autism can learn *qigong*, a massage-flow that helps users gain a sense of self & security
- Utilized Sketch and Adobe Illustrator to create designs/prototypes, and CoreAnimator to produce animations

### LET'S GET READY NYC | SAT TUTOR & MENTOR

Fall 2017 | Manhattan, NY

- Supported four high school students in raising their SAT scores an average of 250 points over the course of 10 weeks
- Helped students build the confidence to tackle the SAT and provided college admissions guidance
- Created lesson plans tailored to each student's skill level using weekly feedback

### ISOFLOW | UX DESIGN INTERN

Summer 2016 | Cape Town, South Africa

- Designed calendar module in POS app for client, Albatros Golf Solutions
- Partnered with manager and UX/UI designers to devise information architecture & navigation flow
- Produced wireframes and user-interfaces with Sketch & Axure

## PROJECT HIGHLIGHTS

### FLOAT NOTES | Full-Stack Web Development, Dartmouth College

Collaborative note-taking web app with real-time editing; built with React & Firebase

### ETCH-A-SKETCH | Digital Electronics, Dartmouth College

Digital version of traditional game that implements a block RAM memory system & allows for users to draw in 4 colors; coded in VHDL

## HONORS

2017 Dartmouth College Neukom Scholar  
2016 Dartmouth College Class of 2019 Emerging Leaders