

PRATAP JAYARAM

Designer, Chicago IL

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Label Insight - Jr. Product Designer

Chicago, IL

Jan 2018 - Present, Full Time (40 hrs/week)

Label Insight is a startup headquartered in Chicago focusing on increasing transparency in food and other grocery products. They work primarily with retailers and CPG producers to collect raw data on packaged products, and use that data to derive both simple and complex attributes (i.e. Gluten Free, or Keto Diet Friendly).

The teams I work with are the two internal cross-functional teams, which focus on the tools that assist our contractors and internal users in the capture, standardization, and attribution of product data. The third team I work with supports our data exploration tool, which allows users to access our catalog of products and view both their on-package and derived data attributes.

Primary Responsibilities:

- Support 3 cross-functional teams, each consisting of a front end engineer, multiple back end engineers, a product manager, and a subject matter expert from the Customer Success and Data departments
- Conduct user and opportunity identification research with existing customers through conversations with key external stakeholders and current platform users

- Work with product managers, product directors, and the rest of the design team to synthesize research findings into user archetypes
- Work with product managers and internal customer representatives to define and scope new feature requests and UX improvements to the platform
- Take interface concepts from hand sketches to wireframes to pixel-accurate, interactive prototypes, using user feedback to guide each iteration
- Develop user testing scripts and conduct usability testing with both internal and external users
- Work with front and back end engineers to understand the limitations of the system and work within the scope of the sprint to deliver timely and targeted solutions that could be iterated on over multiple releases
- Coordinate UI component audits with design and front end engineering teams
- Build and maintain a UI component library for use by the design team, and collaborate with front end engineering to unify the toolkit used by designers and developers
- Tools used: Adobe Creative Suite, Sketch, Invision, Zeplin, HTML/CSS/Javascript, JQuery, Figma, Scrum, Kanban

Uptake - UX Design Intern

Chicago, IL

Jun - Sep 2016, Jul - Dec 2017, Full Time (40 hrs/week)

Uptake is a startup that builds data ingestion and analytics tools for heavy machinery. They work in a number of different industries, and were named the top startup in the country by Forbes in 2015.

I worked primarily on Uptake's data ingestion platform during both of my internships with the company. The goal of the product was to create standardized pipelines from client systems to Uptake's data cluster, and then monitor the quality of the data running through those pipelines. This monitoring piece was my particular area of focus. As a side project

during my second internship, I also designed Uptake.org's Reroute Mobile application, which facilitates Uptake's partnership with the nonprofit LoveJustice to gather data about human trafficking cases in Nepal.

Primary Responsibilities:

- Supported a development team consisting of multiple front and back end engineers and a product owner.
- Defined user archetypes for the data monitoring platform by interviewing internal stakeholders and data experts
- Visualized the flow of data through the company's ingestion system for use in internal presentations
- Participated in envisioning sessions with product and design leadership to brainstorm approaches to key business problems
- Worked with design researchers to turn user insights into testable interactive wireframes, and incorporated feedback results into additional iterations
- Collaborated with visual designers on final wireframes to adhere to global UI patterns and the overall aesthetic of our brand language
- Navigated contractual obligations to compromise stakeholder requirements with user needs, and developed aids to communicate the ways in which focusing on usability would also benefit customers' operations.
- Jointly mapped product strategy for the data monitoring platform alongside the lead engineer and product owner
- Tools used: Adobe Creative Suite, Axure, Sketch, Zeplin, Invision, HTML/CSS/Javascript, JQuery, d3.js, Angular 1.x

Delta Lab at Northwestern University - Intern

Chicago, IL

Jun - Sep 2015, Full Time (35 hrs/week)

Sep 2015 - Jun 2016, Part Time (6 hrs/week)

Delta Lab is a human-computer interaction lab at Northwestern University, focusing on researching the ways in which online technologies affect social systems and interactions.

During my internship, I assisted two PhD candidates in their research on Kickstarter, and also conducted an independent project helping update and manufacture Mockups, a card game designed by my PI.

Primary Responsibilities:

- Wrote scripts in Python to scrape Kickstarter pages for metadata about the project and the creator
- Transcribed interviews with research participants and coded the results to quantify insights
- Conducted literature reviews of relevant prior work in the areas of human-computer interaction, computer-mediated communication, online communities, and crowdfunding communities
- Audited the existing design of Mockups and identify cards which disrupted the flow of the game or which players were regularly confused by
- Created new cards to bring the deck to a balanced card count, and updated the design for consistency across all cards
- Identified potential key audiences for the game based on its basic principles
- Designed and developed a website with Adobe Muse to market the card game and facilitate sales
- Coordinated the overseas manufacturing of the game, and its distribution through Amazon
- Tools used: Python, Adobe Creative Suite