ROHAN KAPOOR

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EXPERIENCE

AMERICAN EXPRESS | June 2016 - September 2016
UI Engineering Intern - UI/UX

- Designed and built data visualization applications currently being used by managers in both the Phoenix and New York locations
- Made decisions on what data was useful and how to display it to improve user experience. I parsed data logs, designed/built data visualizations, and designed/built data dashboards using Splunk's native language along with HTML/CSS/JavaScript
- Named winner of a company-hosted intern hackathon where my team built a data visualization tool to improve the user experience for American Express cardholders

LA HACKS | April 2016 - Present
Head of Design - Branding, UI/UX

- Led a design team of 6 for the largest hackathon in the nation
- Conducted all branding and design research studies
- Spearheaded the branding effort, personally designed the event logo, and personally designed and built the landing page
- Led design team recruitment effort and delegated and oversaw all design efforts

SELF EMPLOYED | January 2016 - Present
Freelance Web Design Strategy

- Negotiate projects with companies and individuals where I re-design and re-build their websites, as well as improve SEO with the sole purpose of converting leads and increasing sales
- Most recent client: SKM Industries Inc. After the site launch, SKM Industries was also able to secure work with a number of new clients including Mitsubishi, Hyperloop One, and University of California, Irvine. The site saw a number of new order requests including one on the same day of the launch. SKM Industries also saw an influx in job applicants.

HELLOTECH | January 2016 - Present
UI/UX Engineering Intern - UI/UX

- Used the Meteor framework and MongoDB to create/edit modules for admin CRUD management of customer data in the web application
- Using customer metrics, I built a transaction-history app to improve data management
- Implemented a UX optimized design for the admin panel using HTML/CSS/JavaScript, jQuery, & Bootstrap

EDUCATION

UNIVERSITY OF CALIFORNIA, LOS ANGELES
B.S. Computer Science | June 2018

SKILLS

DESIGN
Sketch, Adobe Photoshop, Adobe Illustrator

DEVELOPMENT
HTML/CSS, JavaScript, C/C++, Java, Python