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
Director of Design - Branding, UI/UX

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

SELF EMPLOYED | July 2015 - Present
Freelance Web Design Strategy

- Negotiate projects with companies and individuals where I re-design and re-build their websites, with the sole purpose of converting leads and increasing sales
- Most recent client: SKM Industries Inc. After the site launch, SKM Industries secured work through the site with a number of new clients including **Honda, Mitsubishi, and Hyperloop One,** and saw a **600% increase** in the number of new order requests **within the first week of launch**. SKM Industries also saw an influx in job applicants. (www.skmindustries.com)

HELLOTECH | June 2015 - September 2015
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, Keynote

DEVELOPMENT

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