

Rohan Barad

ROHANBARAD.COM

☀ Light 🌙 Dark

EXPERIENCE

Co Director • TEDxUofM

March 2020 - Present — Ann Arbor

- Managed stage operations to pre-record talks. Prepared set design and served as liaison between talent and studio staff.
- Optimized onboarding on Slack to increase retention rate among 75+ members.
- Facilitated ideation sessions on Miro to pivot to remote conference format for 1500+ attendees.
- Monitored subteam requirements on MS Teams with deadlines.

Vice President of Design • VOID Tech Consulting

August 2020 - Present — Ann Arbor

- Tailored design strategy for 3 client website teams.
- Asked generative questions to foster an environment with actionable feedback throughout the execution of weekly deliverables.
- Held workshops to onboard new members into the design process.

UX Field Researcher • City of Ann Arbor

May 2020 - June 2020 — 1 month, Ann Arbor (Remote), SI 350

- Designed survey to gauge how 300+ residents in quarantine perceive civic engagement regarding neighborhood construction projects.
- Moderated user interviews and prepared empathy map for an attitudinal pattern in favoring personalized, transparent updates.

Product Management Intern • Any.do

June 2020 - July 2020 — 2 months, Tel Aviv (Remote), iX PM Fellowship

- Prepared competitive analysis report among 12 leading productivity platforms.
- Identified 14 opportunities for the development of current and future offerings.
- Practiced social media outreach and discussed growth principles under CEO Omer Perchik.

ALA 171 Class Facilitator • Program of Intergroup Relations

August 2020 - November 2020 — 3 months, Ann Arbor

- Facilitated semester-long course among 10 Freshmen to foster community involvement in professional and academic development.
- Practiced active listening to mobilize students to share experiences and explore their understanding of self and others.
- Worked with faculty to improve curriculum

Coding Education Intern • JOURNi

June 2020 - August 2020 — 3 months, Detroit (Remote), Hub Internship Program

- Teaching advisor for NAF-sponsored educational internship program.
- Instructed and assisted students in topics like HTML/CSS, Git/Github, and design thinking.

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EDUCATION

University of Michigan (2023)

College of LSA (3.91/4.0)

Prospective B.S.I, UX Track

Course Highlights: Needs Assessment and Usability Evaluation, UX Field Research in the Public Sector, Statistics & Data Analysis

Northville High School (2019)

International Baccalaureate Diploma

Summa Cum Laude (3.96/4.0)

Varsity Hockey Assistant Captain, Student Congress Representative, TEDxYouth Speaker

TOOLS

Management— Notion, Teams, Miro, Agile

Design— Figma, XD, Illustrator

Code— HTML, CSS, Python, Git

PROJECTS

Title—Problem

UBetcha— Social bets between college students are rarely followed through.

Shadowboxing— Fear cannot hurt you, but holding onto it will escalate anxiety.

Rush.io— Active KTP members feel overwhelmed by the process of gathering sufficient information about rushees.

HONORS

Kappa Theta Pi, Beta Rho Class

World's First Co-Ed Professional Technology Fraternity, January 2020

MHSAA DI All State Honorable Mention Hockey Team

Michigan High School Hockey Coaches Association, Class of 2019

Brad O'Neil Award for Character, Community, and Commitment

Northville High School Hockey Program, April 2019