



# 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