Rohan Barad

Contemplating over sticky notes.

rohanbarad.com   ☀ Light   ☾ Dark

Email: ronibara@umich.edu
LinkedIn: /in/rohan-barad
Dribbble: @nocrumbs
Github: @ronibara

Work

TEDxUofM
Co Director
Ann Arbor, MI
3.2020—

Leading a >50 person student organization to plan and execute a virtual TEDx Conference in February 2021. Also, facilitating plans for a 4-part salon series about equity and inclusion.

Ran show operations as Assistant Stage Manager at the 2020 Conference, Entropy, a sellout event in Ann Arbor's Power Center headlining Desmond Howard and David Zinn.

Any.do
Product Mgmt. Intern
Tel Aviv, Isreal
6.2020—7.2020

Conducted remote user research through social media outreach and for qualitative findings that identified user needs and frustrations within the productivity industry.

Prepared a competitive analysis report by drawing comparisons between 12 leading platforms on the basis of unique features, advantages, disadvantages, pricing models, target customer customers, user acquisition channels, etc.

Analyzed the growth principles of a start-up with a user base of 25 million under CEO Omer Perchik, coming to identify 14 opportunities for the development of current and future offerings.

JOURNi
Education Intern
Detroit, MI
6.2020—8.2020

Teaching advisor for a NAF-sponsored educational internship program geared towards HS students. Covered tech-industry concepts such as HTML/CSS, Git/Github, and Design Thinking.

Project manager for a team of 4 high school students, creating a website for a small business in Detroit. Applied leadership principles learned in the Hub Internship Program.

City of Ann Arbor
UX Field Researcher
Ann Arbor, MI
5.2020

Worked under Professor D. Scott TenBrink to better understand how residents, in times of social distancing, perceive civic engagement regarding neighborhood construction projects.

Conducted secondary research, designed an online survey, and moderated two remote user interviews with Ann Arbor residents. Mapped a behavioral pattern among the Dexter-Miller region.

Projects

UBetcha
Co-Founder

Validated assumptions about the betting experience through online surveys and user interviews. Prototyped a social betting platform through rapid iteration guided by MoSCoW prioritization.

Moderated usability tests after the first round of designing app wireframes, which contributed to 2 versions of land-in MVPs that resulted in hundreds of clicks from social media marketing.

Shadowboxing
Creator

Designed a productivity app inspired by Tim Ferris's concept of fear-setting. The platform adopts Carl Jung's symbolic shadow to gamify the mission of overcoming fears to get things done.

Education

University of Michigan (2023)
Prospective B.S., Information Studies
User Experience Track (3.87/4.0)
Minor in Computer Science

iXperience
Product Management
6-Week Remote Program
Cape Town, SA

Northville High School (2019)
International Baccalaureate Diploma
Summa Cum Laude (3.96/4.0)
Varsity Hockey Assistant Captain, Student Congress Representative, TEDxYouth Speaker

Tools

Design: Adobe Xd/Ai, Figma
Code: HTML/CSS, Python, C++

Campus Activities

Kappa Theta Pi
World's First Co-Ed Professional Technology Fraternity, Beta Rho Class (Winter 2020)

TEDxUofM
Nationwide leader in student-run TEDx orgs, 2020 TEDx Conference: Entropy

Indian American Student Association
2019 Kahaani Cultural Dance Show

Course Highlights

iX '20	Product Management
SI 350	UX Field Research
EECS 183	Programming Concepts
SOC 102	Urban Inequality
SI 110	Intro. to Information Studies

Awards

4.2019	MHSAA DI All State Honorable Mention Hockey Team, C/O '19
3.2019	Brad O'Neil Award for Character, Community, and Commitment