Rohan Barad

Contemplating over sticky notes.

rohanbarad.com   ☀ Light   ☾ Dark

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Work

TEDxUofM
Co Director
Ann Arbor, MI
3.2020—

Leading a >50 person student organization to pull off a virtual TEDx Conference in February 2021. Also, facilitating a 4-part salon series about diversity, equity, and inclusion.

Ran show operations as Assistant Stage Manager at the 2020 Conference, 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 user research using qualitative research methodologies including Zoom interviews and surveys via Twitterr and Facebook to identify 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 25 million user base, and identified 14 opportunities for the development of their current and future core offerings

JOURNi
Education Intern
Detroit, MI
6.2020—8.2020

Teaching advisor for a NAF-sponsored course geared towards underserved High School students. Course covers HTML/CSS, Git/Github, Design Thinking, and other tech-industry concepts.

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 user interviews with Ann Arbor residents. Mapped a behavioral pattern amongst Dexter-Miller residents.

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.

Conducted usability tests to rapidly iterate and design wireframes, which led to 2 versions of land-in MVPs that resulted in hundreds of clicks after digital marketing on social media.

Shadowboxing
Creator

Designed a productivity app centered around Tim Ferris's concept of fear-setting.On the platform, Carl Jung's symbol of the shadow is adopted into order to overcome fears and 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
3.96/4.0
Varsity Hockey Assistant Captain, Student Congress Representative, TEDxYouth Speaker, Indian American Student Organization Dancer

Tools

Design: Adobe Creative Suite, Figma
Code: HTML/CSS, Python, C++

Campus Activities

Kappa Theta Pi
Professional Technology Fraternity

TEDxUofM
Annual TEDx Conference (2020, 2021)

Indian American Student Association
2020 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, '2019
3.2019	Brad O'Neil Award for Character, Community, and Commitment