

Rohan Barad

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EXPERIENCE

UX Research Assistant, *University of Michigan*

September 2021 - present, Ann Arbor

- Conducted research for LearningClues, a U-M Innovation Award winning education platform that parses lecture recordings to create study guides
- Surveyed undergraduate students about habits and frustrations using study resources; summarized 124 responses to inform user interview goals

UX Design Intern, *Gambyt*

May 2021 - August 2021, Ann Arbor

- Audited VaxMillions Giveaway website for accessibility; detected user frustrations to optimize form design for 2.5+ million registrants
- Compiled ADA compliance standards to establish a benchmark for testing platforms; synthesized findings for 5 agile product team roles
- Analyzed Massachusetts Lottery's "About" section by content and pageviews to consolidate the subsection's information architecture
- Performed competitive research to identify patterns in user flows, informing design decisions around online lottery registration

UX Field Researcher, *City of Ann Arbor*

May 2020 - June 2020, Remote

- Contributed to research report to understand how residents perceive civic engagement in times of social distancing
- Surveyed residents about updates about neighborhood construction projects; coded 374 responses to derive 2 attitudinal themes
- Moderated 8 user interviews and analyzed transcriptions to prepare empathy map illustrating favor towards personalization and transparency

LEADERSHIP

Co-Director, *TEDxUofM*

March 2020 - April 2021, Ann Arbor

- Redesigned website to establish a virtual lobby for conference information, streamlining the sale of 1000+ tickets and a total of 382,000+ Youtube views
- Formulated competitive matrix to organize potential conference event platforms into three tiers; utilized research to consult stakeholders
- Facilitated ideation among 50+ members to affinity diagram each team's goals, holistically pivoting conference visions to a remote setting

Vice President of Design, *VOID Tech Consulting*

August 2020 - March 2021, Ann Arbor

- Monitored the design phase of 4 client website projects; evaluated weekly deliverables to provide actionable, empathetic feedback for 12 designers

EDUCATION

University of Michigan School of Information, April 2023

B.S. in Information, UX Design Track
Minor in Science, Technology, and Society
GPA: 3.93/4.00

iXperience Product Management Fellowship, July 2020

6-Week Certification

TOOLS

UX: Figma, Sketch, Adobe CC, Miro, usertesting.com, Balsamiq

PM: Abstract, Notion, Teams, Pivotal Tracker, Trello, Jira

Programming: HTML/ CSS, Python, Git

PROJECTS

Shadowboxing, *Mental Health App*

Remote Unmoderated Usability Testing

Focus Group Moderation

UBetcha, *Social Betting App*

Paper Usability Testing

MoSCoW Prioritization

Landing Page Concept Testing

Rush, *KTP Recruitment App*

Survey Design

User Interviews

Design Studio

App Release

Flow, *Freestyle Rap App*

User Interface Design

PRD

User Scenarios

MRD