

Rohan Barad

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EXPERIENCE

UX Research Intern, Uber

May 2022 - August 2022, San Francisco

- Developed 6 design recommendations implemented into the 2023 H1 roadmap; report deck visited by 41 stakeholders in the next 4 weeks
- Led 12 usability sessions to assess information architecture during the trip experience; generated 9 foundational insights with context around trip details
- Conducted a diary study on dScout with 21 participants to capture advertisements while on the move; organized 430+ photo and video entries into 3 high-level insights and 9 attitudinal patterns
- Outlined framework of 12+ tenets and traps to inform Sales, Product, Brand, and Ads teams about rider discovery opportunities

UX Research Assistant, University of Michigan

September 2021 - May 2022, Ann Arbor

- Informed product strategy for LearningClues, a UM Innovation Award winning educational platform that parses lecture recordings to create study guides
- Summarized cognitive walkthroughs with 36 students by utilizing MoSCoW method to prioritize 18 design opportunities for remainder of 2022 roadmap
- Facilitated 19 focus groups to identify 11 misconceptions around the LearningClues study guide prototype and algorithm
- Surveyed 124 undergraduate students to identify 5 resources that are critical to a must-have exam study guide platform

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

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 3 tiers; utilized research to consult subteam leads
- Facilitated ideation among 50+ members to affinity diagram each team's goals, holistically pivoting conference visions to a remote setting

EDUCATION

University of Michigan School of Information, April 2023

B.S. in Information, UX Research and Design

GPA: 3.94/4.00

iXperience Product Management Fellowship, July 2020

6-Week Certification

TOOLS

UX: UserTesting, dScout, Optimal Workshop
Figma, Sketch, Adobe CC, Miro, 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

NCAA Football, Video Game Series

Playtesting

Participatory Design

Focus Groups

Affinity Diagramming

Rush, KTP Recruitment App

Survey Design

User Interviews

Design Studio

App Release