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 accessing conference information, streamlining the sale of 1000+ tickets
- 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, Usertesting.com

Programming: HTML/ CSS, Python, Git

PROJECTS

Shadowboxing, *Mental Health App*

Remote Unmoderated Usability Testing

Focus Group Moderation

UBetcha, *Social Betting App*

VP Canvas   Paper Usability Testing

MoSCoW Prioritization

Landing Page Concept Testing

Rush.io, *KTP Rush App*

Survey Design   User Interviews

Design Studio   App Release

Flow, *Freestyle Rap App*

User Interface Design   PRD

User Scenarios   MRD