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

Rush, *KTP Recruitment App*

Survey Design

User Interviews

Design Studio

App Release

Flow, *Freestyle Rap App*

User Interface Design

PRD

User Scenarios

MRD