

# Rohan Barad

rohanbarad.com

Contemplating over sticky notes.

 Light  Dark

## Work

### TEDxUofM Co Director

Ann Arbor, MI  
3.2020—

Leading a >50 person student organization to plan and execute a virtual TEDx Conference in February 2021. Also, facilitating plans for a 4-part salon series about equity and inclusion.

Ran show operations as Assistant Stage Manager at the 2020 Conference, Entropy, 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 remote user research through social media outreach for qualitative findings that identified 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 user base of 25 million under CEO Omer Perchik, coming to identify 14 opportunities for the development of current and future offerings.

### JOURNi Education Intern

Detroit, MI  
6.2020—8.2020

Teaching advisor for a NAF-sponsored educational internship program geared towards HS students. Covered tech-industry concepts such as HTML/CSS, Git/Github, and Design Thinking.

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 remote user interviews with Ann Arbor residents. Mapped a behavioral pattern among the Dexter-Miller region.

## 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.

Moderated usability tests after the first round of designing app wireframes, which contributed to 2 versions of land-in MVPs that resulted in hundreds of clicks from social media marketing.

### Shadowboxing

Creator

Designed a productivity app inspired by Tim Ferris’s concept of fear-setting. The platform adopts Carl Jung’s symbolic shadow to gamify the mission of overcoming fears to get things done.

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## Education

### University of Michigan (2023) Prospective B.S., Information Studies

College of LSA (3.87/4.0)  
UX Track, Minor in Computer Science

### iXperience Product Management

6-Week Remote Program  
Cape Town, SA

### Northville High School (2019) International Baccalaureate Diploma

Summa Cum Laude (3.96/4.0)  
Varsity Hockey Assistant Captain, Student Congress Representative, TEDxYouth Speaker

## Tools

Design—Adobe Xd/Ai, Figma

Code—HTML/CSS, Python, C++

## Campus Activities

Kappa Theta Pi— World’s First Co-Ed Professional Technology Fraternity, Beta Rho Class (Winter 2020)

TEDxUofM— Nationwide leader in student-run TEDx orgs, 2020 TEDx Conference: Entropy

IASA— Indian American Cultural Practices, 2019 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, C/O ‘19
- 3.2019 Brad O’Neil Award for Character, Community, and Commitment