

Samarth Puri, [Product/UX Designer](#)

samarthpuri.github.io
linkedin.com/in/samarthpuri
samarth.ak.puri@gmail.com
(408) 386-7786

EXPERIENCE

University of Michigan, [Graduate Student Instructor](#)
08/2020 - Present | Ann Arbor, MI
Constructing lessons according to dynamic interests, as well as providing academic support and instructions to 200 undergraduate students.

Reach Medic, [Product Designer](#)
04/2020 - 08/2020 | Ann Arbor, MI
Led end-to-end design through lean UX and agile development, while establishing comprehensive design guidelines and other creative assets.

University of Michigan, [User Experience Researcher](#)
02/2020 - 08/2020 | Ann Arbor, MI
Conducted 20+ semi-structured virtual interviews and surveyed 100+ participants, in addition to analyzing data through qualitative coding for understanding mental health coping mechanisms during a pandemic.

Extended Reality & Games Lab, [User Experience Researcher](#)
08/2018 - 05/2019 | Tucson, AZ
Translated abstract experiment design requirements into user flows and implementation, including usability testing, by designing models through Unity for an Extended Reality system.

Ernst & Young, [Analytics Intern](#)
06/2015 - 08/2015 | Kuwait, KWI
Assisted the Advisory Services team on a \$13.7B joint venture with the local government and foreign corporations within the energy industry by developing business plans and models projecting financial returns.

National Bank of Kuwait, [Product Marketing Intern](#)
06/2013 - 07/2013 | Kuwait, KWI
Designed marketing strategy for millennial outreach with cross-functional teams to expand service offerings by user experience testing through A/B testing.

EDUCATION

[University of Michigan](#)
Expected 12/2021 | Ann Arbor, MI
M.S. Human-Computer Interaction

[University of Arizona](#)
05/2019 | Tucson, AZ
B.S. Information Science and Technology

SKILLS

[Interaction Design](#)
Personas, Information Architecture,
Wireframes, UI Design, Prototyping

[User Research](#)
Interviews, Surveys, Usability Testing, Field
Research, Affinity Analysis

[Tools](#)
Sketch, InVision, Principle, After Effects,
Photoshop, Illustrator, XD, Figma, Framer,
Python, JavaScript, HTML/CSS

LEADERSHIP

School of Information Masters
Association, [President](#)
05/2020 - Present | Ann Arbor, MI
Direct liaison between the School of
Information and graduate student body.

Students Consulting for Nonprofit
Organizations, [Principal Coordinator](#)
01/2019 - 05/2019 | Tucson, AZ
Managed digital strategy for the largest
voluntary health organization subsidiary.