

# Jatin Gupta

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## Profile

UX/Product designer with skills as an AR/VR designer, front-end web developer and a software engineer for an Internet of Things start-up.

## Education

University of Michigan,  
Ann Arbor

Masters in Human-Computer  
Interaction, April 2018

University of Delhi, India

Bachelors in Electronics and  
Communication Engg., June 2013

## Skills

### UX Research

Contextual inquiry  
Competitive analysis  
Heuristic evaluation  
Survey design and analysis  
Usability testing  
A/B testing

### UX Design

Sketching  
Personas  
Storyboarding  
Wireframing  
Rapid prototyping  
Web accessibility

### Tools and More

Sketch/Figma  
Illustrator/Photoshop  
Axure/Invision  
HTML5/CSS(Sass)/JS/Jquery  
Angular js/React Native  
Unity  
Python/C#/Java

## Work Experience

### Lenovo HealthDesignBy.Us Co-Lab, Ann Arbor

AR/VR Designer Developer | June - August 2017

- Designed and developed prototype for an AR game for kids suffering from Type 1 diabetes, using patient-centered design, Unity and Google Tango.
- Performed 17 usability tests including with kids at CS Mott children's hospital.
- Increased the user engagement by 10% and learning by 5% and received accolades from Lenovo executives.

### Research Assistant (UM), Ann Arbor

UX Researcher (Accessibility) | May 2017 - Present

- Evaluated the Uber mobile app for accessibility by conducting 12 interviews with blind people in New Delhi along with usability tests.
- Currently in the process of compiling the findings to present to the Uber accessibility team.

### New Eagle LLC, Ann Arbor

UX Consultant | September - December 2016

- Evaluated current workflow to identify gaps in the order fulfilment process of the distribution team of New Eagle using user research tools such as contextual inquiry and affinity wall.
- Presented 2 short term and 1 long term recommendations, out of which 1 is currently being implemented.

### Amadeus Software Labs, India

Frontend Developer | 2013-2015

- Developed and shipped the rail and e-ticket module in Sell Connect, a booking application used by travel agents, while collaborating with French counterparts.
- Used Angular js and javascript for the same.

## Projects

### Itineraire (UM), Ann Arbor

Interaction Designer, January - April 2017

- Designed Itineraire, a location based itinerary sharing app, keeping in mind the principles of identity, motivation and moderation in a community. Proposed business plan to make it financially sustainable.

### Tecaid (UM), Ann Arbor

Interaction Designer, September - December 2016

- Conceptualized and designed hi-fidelity prototypes for an app Tecaid, which helps baby boomers with their tech related problems.