

chetan keshav.

ux designer & developer

kchetan.com | 734 272 9442

kchetan@umich.edu

Experience

UX Design Intern | GALE Cengage

Farmington Hills, MI. Jun - Jul 2018

- Designed a new productivity tool for Digital Humanities researchers.
- Conducted interviews and competitive analysis to explore opportunities.
- Developed high fidelity prototype using Axure & Figma.
- Contribute to a design sprint to make a resume builder for novice users.

Interaction Designer | Cancer Research Informatics Center

Ann Arbor, MI. Nov 2017- Apr 2018

- Designed a dashboard to help radiologists review patient scans faster.
- Coordinated with developers using high fidelity wireframes made on Figma.
- Developed production ready features using ReactJS.

Product Manager & UI Developer | Via.com, SapientNitro

Bangalore, India. Apr 2014 - Aug 2017

- Planned and coordinated the launch of a new travel product.
- Measured the portal performance by implementing Google Analytics, BQ.
- Automated housekeeping tasks using custom tools built on NodeJS.
- Developed customer facing responsive web apps using HTML, CSS, ReactJS.

Graduate Student Instructor | School of Information

Ann Arbor, MI. Sep 2018 - Apr 2019

- Introduced hybrid app dev using web technologies to novice developers.
- Assisted in developing assignments, grading and helping students.
- Helped undergraduate students with their Django (Python) projects.

Course Projects

Product Design, IoT Development | BrushyBuddy

Ann Arbor, MI. Sep 2018 - Apr 2019

- Developed a product to promote good brushing behavior among children.
- Explored problem space using video diary studies and interviews.
- Conducted user enactments with children to validate the ideas.
- Integrated gyroscope, accelerometer on a toothbrush to capture movement.
- Constructed a smart mirror to allow easy interactions.

UX Research | MyDreamTeam, Northwestern University

Ann Arbor, MI. Jan - April 2018

- Conducted usability study, heuristic evaluation.
- Worked closely with the dev team to implement findings from the survey.

Education

University of Michigan

Human Computer Interaction

Master of Science in Information

Ann Arbor, MI | Apr 2019

PES Institute of Technology

Telecommunication Engineering

Bachelor of Engineering

Bengaluru, India | Apr 2014

UX Tools & Dev

Design Sketch, Figma, Principle, InVision, Illustrator, Photoshop, low & high fidelity prototyping

Research Interviewing, contextual inquiry, card sorting, diary study, storyboarding, wireframing, affinity mapping, customer journey mapping, usability testing, heuristic evaluation

Prototyping HTML5, CSS3, JavaScript, ReactJS, NodeJS, Angular, D3.js, Python, Django, Arduino, Linux

Projects

UX Design, WordPress dev

Artseed, San Francisco | Mar 4-8 2019

Pro bono project with a non-profit to revamp their online presence. Information architecture & web design was revamped and the team was educated on social media practices.

Finalist, Design Competition

UIST, Berlin | Oct 2018

Developed a co-working robot. Used arduino, mechatronics and OpenCV.