

Rohan Barad

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WORK EXPERIENCE

FanDuel

Oct. 2023 – Present

UX Researcher II, FanDuel Predicts | Mar. 2025 – Present

Atlanta, GA

- Informed strategy for FanDuel's entry into \$555M+ prediction markets industry, analyzing complex financial mechanics and translating user feedback into go-to-market insights for mainstream sports audiences.
- Conducted market research across 300+ competitor users and 15 in-depth interviews, identifying 6 customer motivations and 5 user segments to inform product positioning and marketing strategy.
- Analyzed customer journey friction points with 20+ target users, identifying conversion barriers that drove 4 strategic product improvements to optimize checkout conversion.
- Developed custom AI tools to standardize research operations across 3 core functions, resulting in a centralized insights repository for 10+ projects to support executive-level decisions.

Associate UX Researcher, New Ventures | Oct. 2023 – Feb. 2025

- Prior to my promotion to UX Researcher II, I supported FanDuel's expansion across 7+ product verticals, identifying market gaps and growth opportunities in untapped markets representing 65+ million adults.
- Optimized user experience for FanDuel Picks launch, reducing complexity barriers to drive 4M+ user entries.
- Led in-person focus groups across 3 cities with Commercial, Product, and Marketing teams, creating scalable insights framework that enabled 30+ stakeholders to collect feedback during critical feature launches.

McDonald's

Jun. 2023 – Aug. 2023

Experience Design Intern

Chicago, IL

- Evaluated 6 primary customer occasions across McDonald's 25M+ user app experience, benchmarking against market leaders to surface 5+ growth opportunities in ordering and delivery flows.

Uber

May 2022 – Aug. 2022

UX Research Intern

San Francisco, CA

- Identified core trip experience bottlenecks across #1 global rideshare app, delivering 6 strategic product recommendations during platform's major redesign initiative.
- Analyzed commuter behavior patterns across 430+ advertisement interactions, creating scalable framework for marketing touchpoints across key demographics and trip contexts.

TEDxUofM

Mar. 2020 – Apr. 2021

Director

Ann Arbor, MI

- Led TEDxUofM's inaugural virtual conference, pivoting event strategy to achieve 1000+ ticket sales and 820,000+ YouTube views across 6 presentations.

EDUCATION

University of Michigan

April, 2023

B.S., Information, UX Research and Design

Ann Arbor, MI

- **GPA: 3.95/4.0**

CERTIFICATIONS, SKILLS & INTERESTS

- **Certifications:** McKinsey Leadership Essentials; iXperience Product Management
- **Honors:** FanDuel All-Stars "Dynasty" Award (Dec. 2025); FanDuel All-Stars "MVP" Award (May 2025)
- **Projects:** UBetcha: Golf Betting (UX); FanDuel Shuffle: Parlay Generator (PM); Personal Website (Dev)
- **Skills:** Qualitative Research; Design Strategy; Web Development; Prompt Chaining; Highlight Reels
- **Interests:** Coffee Shops; Running; Print Design; DIY Framing; Playing Hockey; College Football