

Rohan Barad

rohanbarad.com

M ronibara@umich.edu
in linkedin.com/in/rohan-barad
G github.com/ronibara
T 248.345.4328

EXPERIENCE

Experience Design Intern, McDonald's

June 2023 - August 2023, Chicago

- Prototyped 3 ordering flows to investigate customer perceptions around cancellation messaging through 10+ moderated UserZoom sessions
- Surveyed 25 VoxPopMe participants about their recent McDonald's delivery experiences to propose 6 future research opportunities for McDelivery
- Evaluated 6 primary customer journeys on the McDonald's app by identifying 16 problems segmented by 4 Nielsen Norman Heuristics

User Experience Research Intern, Uber

May 2022 - August 2022, San Francisco

- Developed 6 design recommendations implemented into the 2023 H1 roadmap; report deck visited by 41 stakeholders in the next 4 weeks
- Led 12 usability sessions to assess information architecture during the trip experience; generated 9 foundational insights with context around trip details
- Conducted a diary study on dScout with 21 participants to capture advertisements while on the move; consolidated 430+ photo and video entries into a framework of 12+ tenets and traps to guide Product and Ads teams

User Experience Research Assistant, LearningClues

September 2021 - May 2022, Ann Arbor

- Summarized cognitive walkthroughs with 36 students by utilizing MoSCoW method to prioritize 18 design opportunities for remainder of 2022 roadmap
- Facilitated 19 focus groups to identify 11 misconceptions around the LearningClues study guide prototype and lecture recording algorithm

User Experience Design Intern, GambyT

May 2021 - August 2021, Ann Arbor

- Audited VaxMillions Giveaway website for accessibility; detected user frustrations to optimize form design for 2.5+ million registrants
- Analyzed Massachusetts Lottery's "About" section by content and pageviews to consolidate the subsection's information architecture

Co-Director, TEDxUofM

March 2020 - April 2021, Ann Arbor

- Redesigned website to establish a virtual lobby for conference information, streamlining the sale of 1000+ tickets and a total of 551,000+ Youtube views
- Facilitated ideation among 50+ members to affinity diagram each team's goals, holistically pivoting conference visions to a remote setting

EDUCATION

University of Michigan School of Information, April 2023

B.S. in Information, UX Research and Design

GPA: 3.95/4.00

iXperience Product Management Fellowship, July 2020

6-Week Certification

TOOLS

UX: UserTesting, dScout, Optimal Workshop, Figma, Qualtrics, Adobe CC, Miro, Balsamiq

Dev: SwiftUI, HTML/ CSS, Python

PM: Abstract, Notion, Teams, Pivotal Tracker, Trello, Jira, Coda, Slack

PROJECTS

NCAA Football, Video Game Series

Playtesting Participatory Design

Focus Groups MaxDiff Survey

White Flag, Social Golf Betting App

Personas Interviews Pivot

MoSCoW Prioritization UI Design

Landing Page Concept Testing

Flow, Freestyle Rap & DJ App

Personas Journey Mapping

UI Design UXR Roadmap

Rush, Student Org Recruitment App

XFN Design Studio App Release