

# chetan keshav.

UX Designer, Engineer

kchetan.com

kchetan@umich.edu

## Experience

### Sr. Software Engineer, UX Designer | Illumina

San Diego, CA. Jul 2019 — Present

- **Improved case resolution time by 25%** by designing a web app in collaboration with Data Scientists.
- Lead UX research activities such as interviews & focus groups to drive design decisions.
- Advocated for a consistent design in the web app. Made a **style guide in Figma** and React component library in Storybook with over **40 components**.
- Proposed the frontend architecture using the latest frameworks and the best industry practices.
- **Saved \$170k/year** in licensing fee by developing the entire frontend for ProactivePortal portal using React.
- **Conducted design reviews** for other teams and introduced them to the design process.

### UX Design Intern | GALE Cengage

Farmington Hills, MI. Jun — Jul 2018

- Designed an annotation tool for Humanities researchers.
- Delivered **user research, wireframes & prototypes**.
- Collaborated with designers to make a resume builder.

### Interaction Designer | Cancer Research Center

Ann Arbor, MI. Nov 2017 — Apr 2018

- Optimized radiologists' workflow by designing an app.
- Drove discussion to solicit feedback using prototypes.
- Developed production-ready features using React.

### Product Manager & UI Developer | Via.com, Sapient

Bangalore, India. Apr 2014 — Aug 2017

- Coordinated with developers and stakeholders to launch a new travel product.
- Monitored website performance using GA, BigQuery
- Automated housekeeping tasks using custom NodeJS
- Developed customer facing responsive web apps.

## Education

### University of Michigan

#### Human Computer Interaction

Master of Science in Information

Ann Arbor, MI | Apr 2019

### PES Institute of Technology

#### Telecommunication Eng.

Bachelor of Engineering

Bengaluru, India | Apr 2014

## Skills

Low to High Fidelity Design & Prototyping

Persona & Jobs to be done

Storyboarding

Wireframing

User Research

Usability Testing

## Development

JS, HTML, CSS, Python, Processing

React, D3, TypeScript, NodeJS

Storybook, Jest, NextJS

Arduino, Linux