

Gaurav Anand • Human-Centered Designer

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Experience

Graduate Student Researcher, University of Michigan

9/08 – 4/09, Business Intelligence Group, Ann Arbor, MI

Conducted user research for the *Deans Dashboard* system using contextual inquiry methods. Managed product requirements and conducted brainstorming sessions with Product Managers and Business Analysts. Conducted usability evaluations; presented design recommendations; designed lo-fi prototypes.

User Experience Consultant, Ford Motor Company

6/08 – 8/08, Creative Design and Usability (CDU) Group, Dearborn, MI

Developed a high-level *Roadmap for Including Accessibility into User-Centered Design Process*: work included writing and presenting a whitepaper. Worked on projects covering interaction design and information architecture. Developed and used Ford design patterns, UI specs, personas, card sorts, and wireframes.

User Experience Lead, ACL Wireless Ltd.

2/07 – 8/07, Community and Messaging Design Group, New Delhi, India

Worked with User Experience Director for improving SMS-based social networking service *Frenzo*. Developed interaction flows and mobile wireframes.

Web Product Manager – British Council Online, British High Commission

3/04 – 2/07, Knowledge Management and Learning Center, New Delhi, India

Reporting to Head Online Products and Services, worked on design, usability and project-management of British Council's e-learning portal. Worked on product conceptualization, information architecture, interface design, market research, and marketing strategy. Advised different outreach programs in utilizing online platform for improving information dissemination and brand identity.

User Experience Designer, Aptara Inc.

3/02 – 3/04, Front-end Data Innovation & R&D Group, New Delhi, India

UI Design for all data publishing projects. Analyzed paper-based manuscripts and designed corresponding screens (sitemap, navigation, layout) for web and mobile.

Selected Academic Projects

Interface and Interaction Design, Gallery Open Source Project, Fall 2008

Performed user research, developed personas, scenarios and concept sketches, and designed visual interface for large-scale open source photo album organizer.

User Experience Analysis, Google Maps for Mobile, Winter 2008

Conducted usability analysis of Google Maps for Mobile. Used competitive and statistical analysis, user surveys, heuristic evaluation, and think-aloud protocol.

Contextual Inquiry, Market Strategies International, Fall 2007

Analyzed cultural, communication, and systemic bottlenecks of a large organization. Interviewed users and observed their work practices, identified problems in task flow, and recommended solutions.

Service Design, Winter 2008

Designed mobile service that delivers information at points-of-purchase in retail pharmacies. Utilized *design thinking* approach for designing integrated customer experience for online and physical touch points. Methods included customer journey observations, personas, service blueprinting, and blue-ocean strategy.

See online portfolio for more projects, project details, and my research on Interaction Design.

Education

University of Michigan, School of Information, Ann Arbor Michigan

MS in Information, 2009

Human-Computer Interaction (HCI) Specialization, Information Economics Management and Policy (IEMP) Specialization

Kurukshetra University, India

MS in Software Systems, 2002

University of Delhi, India

BA (Honors) in Economics, 1999

Coursework

Interaction Design, Contextual Inquiry, Usability Evaluation, Information Architecture, Human Behavior, Persuasion, Experience Co-Creation, Service Design, Cognitive and Social Psychology, Strategy and Entrepreneurship, Game Theory, Microeconomics, Information Economics, Analysis and Design of e-Communities, Recommender and Reputation Systems

Skills

Research: Contextual Inquiry, Ethnography, Heuristic Evaluation, Cognitive Walk-through, Card Sorting, Competitive Evaluation, Survey design, Log analysis

Design: Visual Comps, Wireframes, UI Specifications, Paper Prototypes, Interaction Flow Maps, Personas, Scenarios, Storyboards

Tools: Adobe Photoshop, Illustrator, Dream weaver, MS Visio, Axure