GOBIND SETHI
UX DESIGNER

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SUMMARY

Enthusiastic recent graduate interested in UX design and Research. Passionate about creating usable and efficient interfaces by focusing on user-centered design. Eager to learn and gain experience in future projects.

EDUCATION

(2014- 2017) UNIVERSITY OF CALIFORNIA, SAN DIEGO

Major: *B.S. Cognitive Science w/ Specialization in Human Computer Interaction*
Minor: Economics   GPA: 3.6

(2012-2014) Santa Monica College, Santa Monica
(Summer 2016) Received Certificate for Adobe Gen Professional UX/UI Course

CURRENT EXPERIENCE

ASSOCIATE PRODUCT MANAGER/INTERACTION DESIGNER

Internet Brands   Jan 2018 - Current

Oversee product side of Health Division websites. Create roadmaps, interpret analytics and conduct user research, as well as design and wireframe new features and updates.

UI/UX DESIGN INTERN

Project: Human City   April 2017 - Dec 2017

Collaborating in creating a mobile app aimed toward improving neighborhoods. Responsible for conducting user research, creating wireframes, and executing visual and functional design of the app.

DESIGN LAB RESEARCH ASSISTANT

UCSD Design Lab   March 2017 - June 2017

Contributed to Design for San Diego Citizen-sourcing mobility project. Conducted useful research and interviews on topic of mobility in San Diego.

PROJECTS

SHARPSHOOTERS APP DESIGN

Winter 2017

Led a team of four to create a novel social experience in the form of an app which helps photographers gain recognition. Created low-fidelity and high-fidelity wireframes. Used Instagram as a clever piggyback prototyping technique to test application.

RED MOON NOODLE HOUSE WEBSITE

Red Moon Noodle House   Winter 2017

Worked with a team of four to create a fully functional website for Red Moon Noodle House Restaurant client. Created low fidelity and high fidelity prototypes, conducted user testing, and designed the overall UI of the site.

Skills

USER RESEARCH

USABILITY TESTING

INFORMATION ARCHITECTURE

UX DESIGN PRINCIPLES

DATA ANALYSIS

HTML/CSS

PRIORITIZATION/ROADMAP

INTERACTION DESIGN

UI DESIGN

COMMUNICATION SKILLS

LEADERSHIP SKILLS

PROTOTYPING

Tools

PHOTOSHOP

ILLUSTRATOR

INVISION

SKETCH

BALSAMIQ

HOTJAR

GOOGLE ANALYTICS

WINDOWS/MAC

OPTIMIZELY

Relevant Coursework

INTERACTION DESIGN

USABILITY & INFO ARCHITECTURE

PRO WEB DESIGN

COGNITIVE DESIGN STUDIO

DESIGN FOR DEVELOPMENT