

Namit Kapoor | Product Designer

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WORK EXPERIENCE

My Influency

UX Design Intern

May 2023 – August 2023

Atlanta, GA

- Spearheaded the redesign of My Influency's web platform's UX, enhancing user interaction through a comprehensive overhaul of the color palette, typography, illustrations, and task flow, resulting in an intuitive user interface.
- Drove the prototype's development into a responsive solution that secured **\$50k** in seed funding, leveraging strong communication skills to articulate product vision and potential.
- Utilized Slack for effective coordination with influencers and small businesses, successfully onboarding a flagship client by facilitating interactions between **12 influencers** and **45 small businesses**, showcasing excellent project management and communication abilities.

John Deere (Class Project)

UX Researcher

August 2022 – December 2022

Atlanta, GA

- Conducted end-to-end user research, including surveys, contextual interviews, and task analysis, to gather insights from small and novice farm owners, addressing the needs of approximately **1.8 million** potential users.
- Developed PRDs and synthesized research findings into actionable insights, creating affinity maps, user personas, and journey maps to inform the design of a prototype that significantly improved small farm management's technological and accessibility issues.

Arlene

3D Experience Designer

October 2021 – July 2022

New York City, NY

- Led the end-to-end design process for Macy's WebAR virtual holiday experience 2021, from conducting user research to animating 3D assets, resulting in a **37.2% increase** in quarterly sales.
- Fostered collaborative efforts with product promotion teams at Coach, Disney, Warby Parker, and La Mer through Slack and other communication tools, delivering augmented reality experiences that enhanced user engagement and interactivity.

EDUCATION

The Georgia Institute of Technology

MS, Human Computer Interaction

May, 2024

Atlanta, GA

- First Prize in Augmented Reality Category at Georgia Tech Mixed Reality Hackathon in 2023.

Dartmouth College

BA, Interdisciplinary Major Digital Studies

June, 2021

Hanover, NH

- Leslie Center for Humanities Scholar and Junior Research Scholar for the years 2019 and 2020.

SKILLS

- **Design:** End-to-End UX Design, User Research, Usability Testing, Wireframing, Prototyping, Visual Design Systems, 2D & 3D Motion Graphics
- **Development:** HTML, CSS, Three.js, C#
- **Tools:** Figma, Sketch, Adobe Creative Cloud, MS Office Suite, Procreate, Blender, Unity