



SOMESH RAHUL

Information Architect / Designer

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SKILLS

Product Strategy | Contextual Inquiry, Interviewing, Web Analytics | Information Architecture, User Centered Design, Wireframing & Specs, Prototyping, Sketching | HTML & CSS, Javascript, Python, PHP, MySQL | Teaching, Public Speaking

WORK EXPERIENCE

The Understanding Group (January, 2013 - Present)

Product Designer

Major Cloud Solutions Provider

- Conceived the product strategy for the next generation cloud platform based on stakeholder interviews, contextual inquiry, heuristic evaluation and competitive analysis.
- Sketched the initial product designs using **Omnigraffle** and received funding for next phase.

Lead UX Designer

Leading Chemical Information Solutions Provider

- Led team of three UX designers to design the flagship chemical search product.
- Spearheaded product brainstorming, user interviews, lo-fi / mid-fi wireframing and usability tests.
- Aligned the product with user feedback and developed the product prototype using **Axure**.
- Currently collaborating with and guiding the in-house tech team to develop the final product.

Interaction Designer

Leading Theatrical e-Commerce Company

- Conducted quantitative research using **Google Analytics** to measure on-site user behavior.
- Created 50+ wireframes with specs both for mobile and desktop versions of the website.
- Developed the mobile website prototype using **Invision** and delivered it to the UX team.
- Tested the mobile information architecture using **Treejack** with more than 80% hit rate.

Information Architect

National Safety Council
(Established Non-Profit)

- Developed the information-relationship model using **Omnigraffle** to illustrate the organizational competencies and related digital initiatives.
- Created an action centric website taxonomy to increase sales and user engagement.

School of Information (September, 2013 - April, 2014)

Graduate Instructor

- Taught PHP and MySQL to graduate and undergraduate students and assessed their work.
- Provided academic support to ensure the successful embedment of course related concepts.

Mercedes Benz R&D, India (May, 2011 - June, 2012)

Engineer

- Evaluated and decided the next generation technology for Mercedes' SOA product - ESI.
- Extensively participated in leadership activities to improve general employee satisfaction.

EDUCATION

MSI - Human Computer Interaction,

2014, University of Michigan School Of Information, Ann Arbor, MI

- GPA: 3.9

MBA - Finance,

2011, Jaypee Business School, India

BTech - Computer Science,

2011, Jaypee Institute of Information Technology, India

ACHIEVEMENTS

Speaker Midwest UX and Ignite UX

Event Organizer World IA Day

Ann Arbor 2014

Recipient Academic Scholarship and GSI Scholarship

Member Academics Honor Society: Phi Kappa Phi