

# JAI ADVANI – Product Designer

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## EDUCATION

### UNIVERSITY OF MICHIGAN

Ann Arbor, MI

#### Pursuing a Bachelor of Science in Information, Expected May 2024, GPA 3.7

2020-2024

- Concentration in UX Design and Information Analysis with a minor in Economics
- Relevant Coursework: Digital Product Design, Data-Oriented Programming (Python), Web Design, Development, and Accessibility (HTML/CSS, JavaScript), Building Data-Driven Applications, UX Design Capstone, Needs Assessment and Usability Evaluation
- Member of Michigan Fintech and Pi Kappa Phi Fraternity
- Michigan Sports Hedge Fund - Analyst

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## EXPERIENCE

### UNIVERSITY OF MICHIGAN

Ann Arbor, MI

*School of Information*

#### Student UX Designer/Project Manager

2022-2024

- Employed user research methods and design thinking frameworks in the execution of UX research projects and the creation of digital solutions.
- Designed a "Helping Hands" App aimed to streamline the volunteering process by connecting willing volunteers with local service opportunities and organizations, projected to improve business processes for over 70% of non-profits upon implementation.
- Collaborated in designing a "My Fridge" App that allows users to easily plan meals accordingly and track the items in their fridge including purchase/expiration dates.
- Conducted 20 user interviews from a sample of 500 students in a UX Design Capstone project for the Division of Student Life at Michigan, then analyzed insights to guide the optimal redesign of the U-M Student Life website.

### BANK OF NEW YORK MELLON

Everett, MA

*Investment Banking Services Holding Company*

#### Operations Analyst

2023

- Created monthly cash flow breakdowns for non-custody hedge fund/LP accounts from statements for over 120 clients
- Designed curriculum for a project supporting financial literacy education in underprivileged communities while competing in the company's "Business for Good Case" competition with 75 other teams of interns
- Organized materials and trained with Microsoft Azure in creating templates for reading statements to automate business processes by nearly 40%

### BEAM LIVING (BLACKSTONE PORTFOLIO COMPANY)

New York, NY

*Real Estate Management Company*

#### Digital Marketing Intern

2022

- Generated daily marketing reports using Tableau and Google Analytics to assess performance of a portfolio of over 12,000 rental units
- Engaged in weekly seminars to improve leadership skills and learn how different teams within the organization work together
- Managed five different websites within the company through Sitecore and listed available units on StreetEasy
- Produced and sent newsletter and broker blast content to over 50,000 subscribers for four different residential communities

### CHILDREN'S HOPE INDIA

New York, NY

*Non-Profit Charity*

#### Team Leader of New York City Chapter

2016-2020

- Led a team of ten high school students in organizing fundraisers, events, and tutoring services for children from underprivileged communities
- Entrusted as a facilitator for the Children's Hope India annual Gala, raising over \$1 million for education

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## ADDITIONAL

- Computer Skills: Proficient in Microsoft Word, PowerPoint, Excel, Asana, Google G suite, Python, SQL, HTML/CSS, Sitecore, Figma, Miro, Balsamiq, Adobe InDesign, Google Analytics
- Interests: Traveling, biking, chess, investing, cooking, technology, reading, sports, volunteer work