

Namit Kapoor UX Researcher & Designer

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WORK EXPERIENCE

John Deere (Class Project)

UX Researcher

August 2022 – December 2022

Atlanta, GA

- Recruited small and novice farm owners to conduct end-to-end research involving surveys, contextual interviews, and task analysis to assess the behavior, motivation, and needs of roughly **1.8 million potential users**.
- Synthesized research findings by constructing affinity maps, user personas, and journey maps.
- Developed a functional prototype which addresses technological and accessibility issues of managing a small farm.

Arlene

3D Experience Designer

October 2021 – July 2022

New York City, NY

- Published the WebAR (Augmented Reality) experience using Three.js, which led to a **37.2%** increase in Macy's quarterly sales.
- Led end-to-end design process from conducting user-research and building wireframes to creating and animating the 3D assets for Macy's virtual holiday experience 2021. Low-poly 3D models were designed in Blender.
- Arlene is a venture-backed startup integrating 3D, AR, and VR technologies to create interactive experiences for brands including Coach, Disney, Warby Parker, La Mer, and more.

Art History Department, Dartmouth College

Undergraduate Research Assistant

April 2020 – August 2020

Hanover, NH

- Developed a virtual reality experience of The Basilica of St. Paul Outside the Walls for scholars, students, tourists, and pilgrims alike to offer an immersive experience of the original architecture built in 4 A.D.

Thayer School of Engineering, Dartmouth College

3D Character Artist

March 2019 – December 2019

Hanover, NH

- Modeled, textured, and animated 3D models of skin-cancer patients to improve electron therapy dosage by **52%**.
- Published the research paper in the [Journal of Medical Imaging](#).

EDUCATION

The Georgia Institute of Technology

MS, Human Computer Interaction

May, 2024

Atlanta, GA

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 & INTERESTS

- **Skills:** Prototyping, wireframing, contextual inquiries, affinity mapping, 3D modeling, rigging, texturing, animating
- **Software:** Figma, Unity, Procreate, Blender, 3Ds Max, Maya, Illustrator, Photoshop, After Effects, MS Office Suite
- **Interests:** Brain games, Standup-comedy, Metaphysics, Astronomy, Beer, Sangria, Medium