



Sreya Ahuja

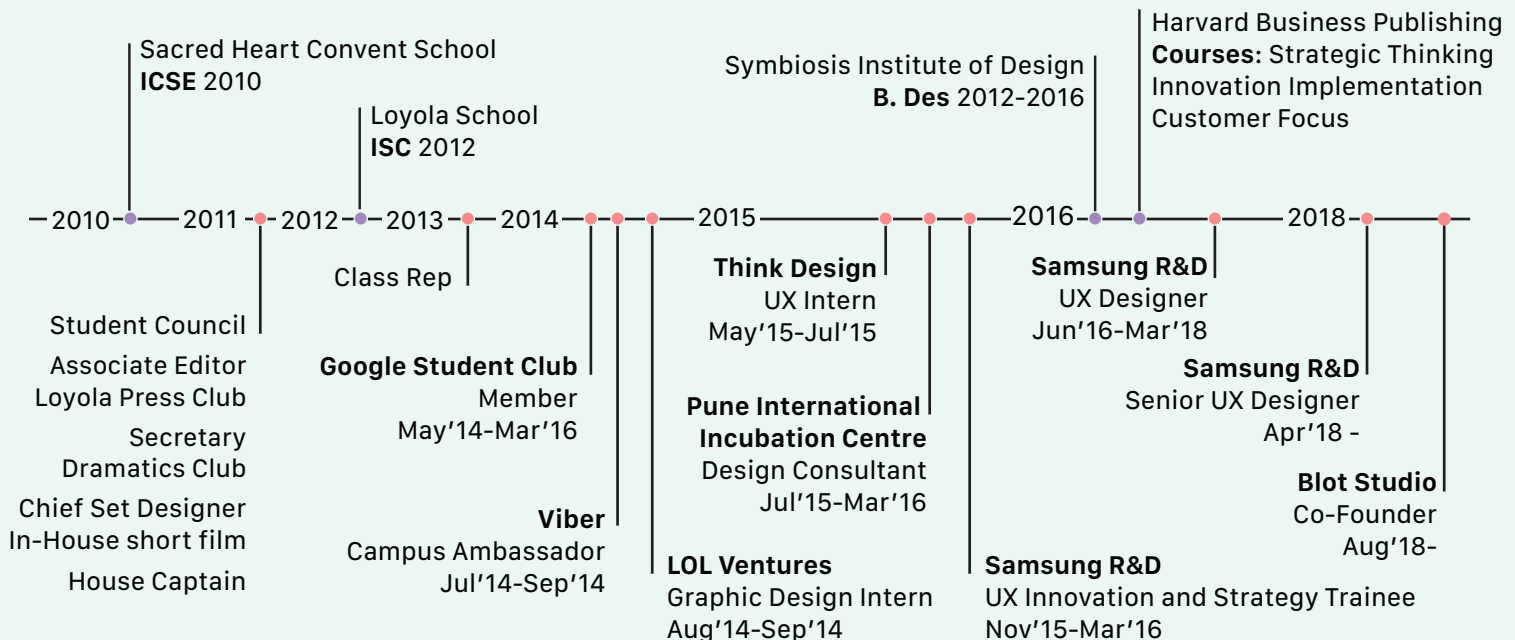
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## User Experience Researcher and Designer

Being a multitasker who is ambitious as well as pragmatic, I see myself evolving as an efficient student and professional. I have a passion to make designs that are beautiful, usable and intuitive. My mission is to keep learning, be creative, update skills and take affordable risks.



## WORK EXPERIENCE:

### SAMSUNG R&D INSTITUTE, BANGALORE, INDIA

- Worked on global and India based projects
  - Make for India: Tizen Community
  - Global: Game Live (currently has over a 100,000 downloads on the play store)
  - Bixby (as part of the voice and intelligence team)
- Co-ordinated with the headquarters (South Korea) to ensure timely and accurate deliveries
- Took projects from research to market release
- Responsible for making proposals to present to various stakeholders
- Worked on patenting ideas from projects undertaken








### PUNE INTERNATIONAL INCUBATION CENTER, PUNE, INDIA

- Provided visual assets for the company and for the start ups that worked under them
- Attended and organized investor meetings and mentorship programs

## AWARDS:

<b>Samsung Citizen Award:</b> Technology excellence- development to market	2017	Samsung R&D Institute
<b>Second Award for Academic Excellence:</b> High GPA aggregate in Undergrad	2016	Symbiosis Institute of Design
<b>Principle's Award:</b> Recognition for work done as Editor of the Press Club	2012	Loyola School
<b>Best Outgoing Student:</b> All-round excellence in the plus two section	2012	Loyola School

## CO-CURRICULAR ACTIVITIES:

	<b>Organizer</b>	National seminar on Visual Identity, 2014 and 2015.
	<b>Attendee and Volunteer</b>	International conference on Typography, 2014.
	<b>Attendee</b>	National Conference on User Experience Design, 2014.
	<b>Attendee and Participant</b>	Not-for-profit business Incubator, 2014.
	<b>Volunteer</b>	College cultural fest, Pune, 2015
	<b>Delegate</b>	National confluence of game developers and publishers, 2016.
	<b>Attendee</b>	International gaming event that is backed by the CII, 2017.

## WORK SKILLS:

				
Research	Use Cases	Visual Design	Validation	Product Strategy
Persona Building	Work Flow	Copywriting	Usability Testing	Meaning Centred Design
Scenario Creation	Mental Models	Mockups		Megatrends Analysis
Conceptualization	Information Archi	Prototypes		Visual Identity









## SOFTWARE SKILLS:



## ALSO FAMILIAR WITH:



## ACTIVITIES AND INTERESTS:

			
Fine Arts	Reading	Psychology	Medicine
			
Games	Running	Basketball	Cooking