

Bindu Upadhyay

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Career Objective Specialising in both technology and UX, I want to enable organisations in achieving their goals by implementing user friendly products

Experience

User Experience Design, Eindhoven University of Technology

Oct 2016 - Present, The Netherlands

Focus on industry projects, practical training, teamwork and international culture.

Executed over ten user centred design (UCD) projects in an agile setting.

User Onboarding for Eventix (a leading ticketing service provider in NL)

- Employed a quick iterative process to design onboarding using principles of persuasion
- Created personas based on quantitative and qualitative research results
- Presented the methods at UXCamp Europe '17, Berlin (largest UX event in Europe)

Dashboard for Cardiologists for Do CHANGE (an EU funded project)

- Applied Google design sprint method to frame the design statement and concepts
- Gathered requirements by remote interviews and reviewing patient history forms
- Made an interactive prototype in Axure and conducted user testing with stakeholders

Product Management and Client Services, System Insights

Nov 2014 - June 2016, India

Big data analytics platform fueling IoT initiatives of industries globally.

Client research

- Developed wireframes by gathering needs from over 50 clients from Europe and USA
- Enabled clients to make data driven decisions by providing custom insights

Product Management

- Carved out and executed the role of a Product Manager by coordinating across 4 teams
- Specified product roadmap, created and prioritised user stories for Scrum planning

Technical Writing

- Developed and published case studies to showcase value proposition of the product
- Created product workflows and documentation that received critical appreciation

Engineering Fellow, Embrace Innovations

Jan 2013 - July 2013, India

Social enterprise developing disruptive healthcare technologies.

- Delivered a market-ready infant warmer by collaborating with diverse stakeholders
- Reduced the cost by 50% and enhanced metrics by 60%
- Recognized for 'Leading by example' by the CEO

Education

Engineering Design, Bachelor and Master of Technology

Indian Institute Of Technology Madras (IIT Madras)

Aug 2009 - June 2014, India

Skills

User Centred Design, UX Research, Affinity Diagram, Wireframing, Usability Analysis, User Testing, Data Analysis, Agile Methodology, Communication, Management

Languages

English (Fluent), Hindi (Fluent), Kannada (Native), Telugu (Fluent), Dutch (Basic), German (Basic)

Leadership

President, USInet and UXcampNL'17

Oct 2016 - Present, The Netherlands

- Heading a team of 6 to organise the '17 edition of UXcampNL (oldest UX Camp in NL)
- Organised two events for the alumni of the User System Interaction research group

Co-Founder, Student Head, Runners club, IIT Madras

Aug 2012 - May 2014, India

- Organized 3 campus wide runs and training camps to encourage long distance running
- Brought in funding for over 100 students to participate in external running races

Councilor, Department of Engineering Design, IIT Madras

Apr 2013 - Mar 2014, India

- Facilitated the recruitment of ~1300 students, recruiting process of ~300 companies
 - Formulated policies based on the demands and aspirations of the student body
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Scholastic Achievements

- Top 0.05 percentile in Engineering Entrance Exam (IITJEE), India, 2009
 - Top 0.1 percentile of candidates nationwide in Mathematics, India, 2006
 - Gold medal in National Science Olympiad, India, 2006
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Extra Curricular Activities

Conferences

Represented IIT Madras at Sankalp Unconvention 2013, India
Delegate ASES Summit 2014, Stanford University, USA

Fundraising through running

Raised INR 117,000 to help earthquake victims in Nepal
Raised INR 175,000 to support education of 300 students

Painting

Wrote, illustrated, self-published a book "The Chubby Marigold"
Won over 80 prizes at regional and national level competitions

Hackathons

Finalist, Jugaadathon Massachusetts General Hospital, India
Runner Up, CISCO IoT Hackathon, India

Volunteering

Communication Ambassador, ACM SIGCHI
Teach for India, Chennai
UX STRAT, Amsterdam

Teaching

Design Challenges in Physics and Engineering course, Duke TiP India
Detail Design, Department of Engineering Design, IIT Madras