

ADITYA BANSAL

DTU Times caught up with **Aditya Bansal**, B.Des., Class of 2022, who received an offer for User Experience Designer at Adobe.

How did you choose design as a career?

I was interested in visuals when I was in school. It was in 7th standard when a competition was held in my school, and I thoroughly delved into the design. My journey in design took a halt since, initially, I did not know that I could make a career out of it. Moreover, my parents wanted me to pursue medical or CA like everyone else. I was thinking of becoming a CA, but it was in 12th grade when one of my cousins told me about design. I got admission to SRCC, but I wasn't interested in CA. When I heard from my cousin about a course called B.Des., I was surprised to find out it is a degree with much scope. My UCEED rank was somewhere around 600-700, so I got admission into DTU.

How would you explain or stress the importance of good design in life?

I think everyone is a designer in some way. An engineer, an architect, a filmmaker, or a screenwriter—they are also designers! People live for creativity, enjoyment, or purpose because if everything is mechanical, people will find it too dull and will stop trying to grow, evolve or go forward in life. It is creativity that motivates us and fuels us to grow in life. If someone wants to become rich, they want to do it by getting a yacht and travelling around the world, but all these things involve Design and creativity where everything comes together to bring some value. So I think Design in itself is very important. We usually limit the definition of Design to problem-solving, making visuals, or doing industrial work because of professional reasons. But to me, Design is enormous and more about inducing purpose in anything. Good Design is critical.

How do you find inspiration for your projects?

For inspiration, usually, you have to observe. If you observe around you a lot, whether it be your environment, all the emotions that you feel or all the visuals that you see are stored as memories, and whenever you are designing, all bits of that come to your mind. You might not know why or where that inspiration came from, but it is from your observation, so you must observe your surroundings. I feel I was lucky with one more thing because we were the first batch. We didn't have any seniors, so there were never boundaries or walls for us. We used to explore people from all around the world. We used to look at portfolios from all around the world. That helped us because our seniors or department never limited us.

Do you face any creative blocks, if you do, how do you work past them?

It depends on what particular step you are facing that creative block. For example, at one time, I did not know what research methods or tools to use to get the best insights for my project. In that case, talking to people around you and to researchers, and looking at the projects of others helps. Creative Blocks take time. In our second semester, we had a branding project. My partner and I spent two months designing the logo because we weren't sure how to approach it. We created a thousand iterations, but we weren't happy. We later decided to work on the key elements of gaming since they represented gaming and formed a logo. But sometimes, you may need some time if your brain is not prepared to think creatively. So that way, breaking down things and going to the root cause of a problem, if any, can help remove a creative block.

What advice do you have for young or aspiring designers?

For people who want to enter into Design, first, see and evaluate if you want to be in the field. If you are interested in that side of creativity and are okay with going through the limitations, then only go for the course. Also, explore and try your hands on multiple things in your first year. Some people say that you have to be born a designer and be creative from the start. I don't think that is the truth. Maybe for artists, yes. For designers, you can definitely improve. But for that, you are actually interested in observing and asking questions. I won't say what soft and hard skills are essential. The software you'll obviously learn, but in your initial years, it is also important that you can think through the lens.



RITWIK RANJAN

DTU Times interviewed **Ritwik Ranjan**, Computer Engineering, Class of 2022, who received an international offer for an SDE profile from Amazon Dublin.

What activities and internships did you pursue as an undergrad at DTU?

My undergrad has been very happening since my first year. I explored many societies at first but continued only with IEEE DTU and NSS DTU. At NSS, I was a social welfare volunteer in slum areas. IEEE because it catered to my interests in tech and I learned a lot by networking with seniors from various domains. I'm currently serving as the Chairperson of IEEE DTU and General Secretary of NSS DTU. Apart from this, I have done three internships. The first one was with a startup, EnrichAI, where I worked as a flutter developer and was exposed to working in a team in high-pressure situations. Later I interned at CitiBank India wherein I was exposed to the corporate culture. I'm currently pursuing a 6month long internship at GroMo.



How did your internship experience help you grow personally and/or professionally?

All three internships gave me new learning experiences. I was new to the tech stack during my first internship, and there was a lot of learning in store for me. By the end of the internship, I was able to build an entire application from scratch and learned how to collaborate and work in a team. At CitiBank, I was exposed to the corporate hierarchy and worked on my non-technical skills here. In the startup I'm currently working at, I'm learning how my code affects the huge customer base that GroMo has. Here, I'm the one responsible for the proper working of the code and getting to know the principle of ownership, making me ready for my forthcoming corporate life.

Which is given more emphasis: competitive programming skills or projects?

Contrary to popular belief, I personally feel projects help you to grow more than doing competitive programming. Well, this is subjective and depends on the person. Competitive Programming gives you an edge over others while chasing opportunities to work at large MNCs but in my experience, learning through projects helps you build interest, and develops a passion for what you are pursuing.

How is the preparation to bag an international placement different from that of a domestic company?

The preparation was not significantly different as I never prepared for it separately and applied for it when the opportunity came my way. Domestically, the major focus is on DSA skills but internationally, the first round is resume shortlisting which is followed by tests that are not very difficult. For international opportunities, it is imperative to have good projects on your resume and virtuous life experiences to speak about.

How important are referrals in getting placed at big companies?

Well, I haven't used any referrals to bag my current job but have seen people use them to get placed at really good companies because being referred gives you an added advantage of someone vouching for you thus increasing your chances. It depends on the company as to how much weightage they give to the referrals. Getting one at least makes sure that you get invited for the preliminary round and opens up further opportunities.

Any advice that you would like to give to juniors who wish to follow a similar path?

If someone wants to pursue a career in the software domain, don't do it just because everyone is doing it or just because it is highly paying. You need to explore first and see where your interests lie. Even in the technical domain, you need to figure out what actually interests you. I could never develop an interest in competitive programming but found love in the development side. Everyone is not good at everything and does not follow a path predefined by others. But to excel in whatever domain you want to, consistency is the key!