

/ Experience

- 2014** / UX & UI Designer & Developer
Sentio Inc., Delhi, India
August 2014 - July 2016
Co-Designed web interfaces for one of its kind financial research platform. Co-developed a UI design language and a modular framework to streamline the front-end application code.
- 2013** / Technical Intern, Center of Excellence
Honeywell Technology Solutions, Bangalore, India
May 2013 - July 2013
Optimized the Structural Stability Analysis process to save **900 man-hours/year**. Devised efficient algorithms to predict heat transfer rates any cross-section of a structure.
- 2012** / Core Group Member
Concept & Design, Shastra 2013*, IIT Madras
April 2012 - March 2013
Co-led the media & design team comprising of **130 students**. Devised strategies to improve online publicity and hits by **50%**. Optimized the delivery process by **3x** through progress tracking and serialization.
* Shastra is the Annual Technical Festival of IIT Madras

/ Education

- 2016** / Master of Science in Human Computer Interaction
Rochester Institute of Technology, New York
August 2016 - Present (May 2018 Expected) **(3.9)**
- 2010** / Bachelor of Technology in Mechanical Engineering
Indian Institute of Technology, Madras
August 2010 - May 2014 **(7.3)**
Minor in Innovation & Social Entrepreneurship

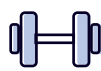
/ Coursework

- Foundations of HCI
- Information & Interaction Design
- Usability Testing
- HCI in Mobile & Ubiquitous Devices
- Java for Programmers
- Product Design & Business Models

/ Activities & Hobbies



Table Tennis



Fitness



Dance



Blogging



Sketching



Travel

/ Projects

- / Usability Testing, Bosch Security Systems **C**
February 2017 - Present
Conducting the Usability Testing and Heuristic Evaluation for Bosch's upcoming prototype mobile apps. Devising and handling the study as a part of a 6-membered team.
- / Brush Off Technique, wearable interaction research **C**
February 2017 - Present
Developing an unconventional yet intuitive interaction technique for wearable devices. Prototyping a new fashion wearable device for an inconspicuous face-on experience.
- / Note It, a cloud-based note taking app for Students **P**
January 2017 - Present
Devising a product focussed on students' note taking habits using participatory design method. Organizing contextual Inquiries and user studies to ensure a great experience.
- / Movio, a movie recommendation & database app concept **P**
December 2016 - Present
Developed a novel concept to keep a list of movies that we like and get recommendations based on user's interests and social activity. Share suggestions with friends in a single tap.
- / Upsurge Life, a fitness and lifestyle enhancement app **F**
July 2015 - December 2015
Designed an end-to-end UX and UI for "Upsurge labs". Developed brand guidelines and design language as a consultant designer. Implemented a clean trichromatic scheme focusing on core activities.

C Course Project **P** Personal Project **F** Freelance Project

View more projects at aakashmaddi.me or [behance/aakashmaddi](https://behance.net/aakashmaddi)

/ Skills

Photoshop

HTML 5 / CSS / LESS

Illustrator & Sketch

JavaScript / JQuery

XD & Axure

C & JAVA

After Effects & Principle

AutoCAD