/Hello,

I am **Aakash Maddi**, a passionate UX & UI Designer,
HCI Researcher, Mechanical Engineer and a future thinker.

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/ Experience

2014 / UX & UI Designer & Developer

Sentieo 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, Shaastra 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.

* Shaastra 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 (2018 Expected)

(3.9)

2010 / Bachelor of Technology in Mechanical Engineering
Indian Institute of Technology, Madras

August 2010 - May 2014
Minor in Innovation & Social Entreprenuership

(7.3)

/ Projects

/ Usability Testing, Bosch Security Systems

February 2017 - Present

Usability Testing and Heuristic Evaluation of Bosch's upcoming prototype mobile apps as a part of a course project. Devising and handling the study as a part of a 6-membered team.

/ Movio, a movie recommendation & database app concept

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.

/ InstaCollage, a popular photo-editing app on Android

January 2016 - March 2016

Revamped UX for a distraction-free editing with a brand new UI. Overhauled experience with concepts from HCI and modern design trends.

/ Upsurge Life, a fitness and lifestyle enhancement app

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.

View more projects at **aakashmaddi.me** and **behance/aakashmaddi**

/ Skills

Photoshop	HTML 5 / CSS / LESS
Illustrator & Sketch	JavaScript / JQuery
XD & Axure	C & JAVA
After Effects & Principle	AutoCAD

/ 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