

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
 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 (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

/ Skills

Photoshop

HTML 5 / CSS / LESS

Illustrator & Sketch

JavaScript / JQuery

XD & Axure

C & JAVA

After Effects & Principle

AutoCAD

/ Coursework

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

/ Projects

- / Movie**, a movie recommendation & database app concept
 December 2016 - Present
 A new concept to keep a list of all the 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](https://behance.net/aakashmaddi)

/ Activities & Hobbies



Table Tennis



Fitness



Dance



Blogging



Sketching



Travel