/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 Big Data Visualization.
Co-developed a UI 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 Stability analysis process to save 900 hours/year.
Devised algorithms to predict heat transfer rates for turbo-chargers.

2012 / Core Group Member
Concept & Design, Shaastra 2013*, IIT Madras
April 2012 - March 2013
Co-led the media & design team of 130 students. Devised strategies to improve online prublicity and hits by 50%. Optimized the delivery process by 3x through progress tracking.
* 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

/ Skills

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

/ Coursework

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

/ Projects

/ **Movio**, a movie recommendation & database app
December 2016 - Present
A concept idea to keep a list of all the movies that we like and get recommendations based on our interests. Share suggestions with friends and stream from multiple services.

/ **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 a brand guidelines and design language as a consultant designer. Implemented a clean trichromatic scheme with material design guidelines.

View more projects at **aakashmaddi.me**

/ Activities & Hobbies

Table Tennis   Fitness   Dance   Blogging   Sketching   Travel