

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

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aakashmaddi.me

## / Experience

- 2014** / UX & UI Designer & Developer  
 Sentio 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, Shastra 2013\*, IIT Madras  
 April 2012 - March 2013  
 Co-led the media & design team of 130 students. Devised strategies to improve online publicity and hits by 50%. Optimized the delivery process by 3x through progress tracking.  
 \* Shastra is the Annual Technical Festival of IIT Madras

## / Skills

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

## / Languages

English	Telugu
Hindi	German

## / 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

## / Projects

- / Moovo**, 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 on [aakashmaddi.me](http://aakashmaddi.me)

## / Activities & Hobbies



Table Tennis



Fitness



Dance



Blogging



Sketching



Travel