

/ Experience

- 2014 ◇ / UX & UI Designer & Developer
Sentio Inc., Delhi, India
August 2014 - July 2016
Co-Designed web interfaces for a 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

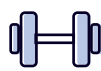
/ Coursework

- ◇ 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

