Aayush Iyer

I'm a product designer who codes and prototypes to find a better way.

Oakland, California

www.aayushis.in   hello@aayushis.in

I've spent 8+ years working on product & communication design. With a solid background in visual design & code, I look to find the right solve - one which requires a deeper understanding of how products work, and how people react to them. I'm a realist, and keep an eye on shipping products in a "good enough" state. I thrive in fast paced environments, and consciously look inward to find better ways to create better, more meaningful work.

EXPERIENCE

Intro

Design Lead   MARCH 2015 - CURRENT

Intro aims to make hiring easier by revealing talent that lies undiscovered within our shared networks. As the design lead for Intro, I've defined the way the product works and feels. Thus, a lot of my time is spent working on Intro's two key segments: the iOS app, and the web-playground where new ideas are prototyped. Highlights include defining a visual and spatial language for the product, and taking a full-fledged professional networking app from conception to release in three months.

⭐ Highlights

• Designed the Intro iOS app, which was released to the app store in 3 months
• Multiple prototypes for Intro's web product which involves challenging

DoNext

Product Designer   OCTOBER 2013 - MARCH 2015

DoNext is an attempt to make messaging apps directly link to productivity by placing an emphasis on socially shared tasks and delegation to friends, family or on-demand services. As the lead product designer on DoNext, it was my responsibility to define a design culture and process to the company. This came via the aesthetic, functionality and interactional models in the iOS app, and implementing a practice of reviews, user research, data analysis and feedback to make the product better. DoNext was featured by Apple multiple times across many countries.

⭐ Highlights

• Solo product designer responsible for two app store releases with weekly release cycles
• iOS app featured by Apple in multiple countries

piq

Founder   JANUARY 2013 - CURRENT

piq is a jukebox for social spaces: a hardware device that allows anyone with a mobile companion app to choose what's playing next by adding and voting on a shared playlist. It was designed and developed in three months.

⭐ Highlights

• Designed a working hardware prototype with BOM
• Designed and developed a working mobile interface with jQuery mobile and Angular
• Launched a well-received Kickstarter
• Working on an iOS-only app for piq

Grey Worldwide

Associate Creative Director   JANUARY 2010 - APRIL 2012

Responsible for the digital mandate of Volkswagen, NewsCorp, FOX, Dell, Allianz and a number of active digital brands. Developed an approach of building products incubated by the brands in addition the digital campaigns.

⭐ Highlights & Notable Work

• Volkswagen LIVE
• anything4jetta
• The YouTube Test Drive
• Silver, Best Use of Video, Campaign, Crest 2013
• Silver: Best Use of Social Media, IDMA 2012
• Gold: Best Digital Integrated Campaign, IDMA 2012
• Silver, Best Use of Video, Campaign, Crest 2013

SKILLS

| Product Design | Interaction Design | Communication Design |

| Rapid Prototyping | User Research | Lean UX |

| HTML / CSS | JavaScript |

ACADEMICS

BDW   2012 - 2013

Graduate program for design, engineering and entreprenuership.

Information Engineering   2004 - 2008

Bachelor's program (Software Engineering)