

ACHUTA ANEKAL	achutaanekal.com	achutaanekal@gmail.com	903 355 1365
EXPERIENCE	<p>Salesforce Designer / Academic Sept 2023 - Present</p> <p>Palantir Product Design Intern May 2023 - Aug 2023</p> <p>Obvious Product Designer II May 2021 - July 2022</p> <p>Thence UX Designer Aug 2020 - Apr 2021</p>	<p>Working with Salesforce to craft AI-driven user engagement strategies for Trailhead, a learning platform, and help foster more community interaction and collaboration through AI agents.</p> <p>Led UX strategy and design for Palantir Foundry's security tools, improving access provisioning and governance for Healthcare and DoD client admins through efficient user attribute configuration.</p> <p>Grab: Designed a 0-to-1 self serve Ads platform which led to over 100% YoY revenue growth. Owned generative research and shipping core workflows of ads creation and ads management.</p> <p>slice: Founding designer for the New Initiatives teams. Drove visual conceptualizations and ran design activities to design a web3 application to present and store your decentralized identity domains.</p> <p>Angel One: Owned designs for the web stock trading platform. Shipped user-facing features, like Portfolio management and stock details, stewarding us as we expanded from 1M users to 6M+ users.</p> <p>ZillSkill: Built a kids learning platform and designed unique features like 'Sequels', a story based representation to help kids discover their inner curiosity and natural capabilities.</p>	
COMMUNITY	<p>NSRCEL at IIMB Service Design Consultant Aug 2020 - Sept 2021</p> <p>Events Organizer July 2020 - June 2022</p>	<p>Worked with founders and professors at the incubator at Indian Institute of Management, Bangalore, to redesign Incubation Program and Women's Startup Program with service design principles.</p> <p>Regularly organized meetups across the Bengaluru technology and startup community for designers, engineers and PMs</p>	
RESEARCH	<p>CheckAI Citizen community app Academic Research</p> <p>Private Blockchains On consensus algorithms Academic Research</p>	<p>Redesigned the Bengaluru Police violation reporting app with game design and a state-of-the-art neural net. This project was presented at the IEEE ICAECC conference and published in IEEEExplore.</p> <p>Presented a paper on performances of consensus algorithms in Private Blockchain networks at the Blockchain Congress in Italy. It is published in Springer Proceedings.</p>	
SKILLS	Figma, Sketch, Adobe XD, Invision, HTML/CSS, Hotjar, Adobe Creative Suite	User Interviews, Affinity Diagramming, Card Sorting, Information Architecture, Cognitive Walkthroughs, Prototyping, A/B Testing, Evaluative Research, Design Workshops, Storytelling, Handoff	
EDUCATION	<p>Indiana University MS HCI 2022 - 2024</p>	<p>PES University Electronics Engineering 2016 - 2020</p>	
ADDITIONALLY	<p>Endex Sponsor Winner</p> <p>Guest speaker at IIMB</p> <p>Best Startup Project</p> <p>Best Capstone Project</p>	<p>Stanford University's Treehacks, Feb 2024</p> <p>For Women's Startup Program at NSRCEL at IIMB, March 2022</p> <p>Center of Entrepreneurship and Innovation at PES University, 2020</p> <p>B.Tech in Electronics Engineering, May 2020</p>	