

# ADIT GUPTA

aditsgupta.com

DESIGNER + HACKER

## WORK

### Skim

Android app which aggregates adventures from various websites and helps people go out often. We have 300+ beta users and still counting.

Jan 2014 - present. Bangalore.

Co-founder, Designer & Growth hacker

### Ocutag Snap

Q&A mobile app powered by a image recognition engine. Redesigned it from a content consumption app (in app stores) to a Q&A app - 100k installs.

Jul 2013 - present. Bangalore.

Interaction Designer

### BookSnap

Helped build a learning platform and launch web & mobile prototypes at college campuses. Built the Activity feed, Badge system and Conversations.

May 2011 - May 2012. Menlo Park, CA.

Web Front-End Intern

## RESEARCH

### Blind Accessible Keyboards

Worked with the Blind People's Assoc., Ahmedabad to assess current state-of-the-art in touch typing for blind. Published a paper at APCHI'2013.

Aug 2012 - Apr 2013. Ahmedabad.

Student

### Garbage Bin Redux

Designed a unique bin for the Ahmedabad Municipal Corporation for their litter free campaign. *Adjudged the Best Design by the Dy. Commissioner*

Feb 2013 - Apr 2013. Ahmedabad.

Student

## SKILLS

### Coding

Android SDK, HTML, CSS  
Javascript, PHP, MySQL

### Design

Photoshop, Illustrator  
Balsamiq, Mockflow

High

Objective-C, Python.

Xcode 5 Storyboards,  
Sketch2

Moderate

CONTACT

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## PUBLICATIONS

Asia-Pacific CHI'13 Short Paper

Sep 2013. Bangalore.

*"Objective comparisons between Exploration and Gesture based touch typing keyboards for the blind"* Gupta A.; Balram N.

U.S. Patent Grant

Jan 2013

*"Generating a Discussion Group in a Social Network Based on Similar Source Materials with visual search"* J. Graham; A. Gupta; T. Bailleoul.

## AWARDS

Director's Medal for Outstanding Innovation

Aug 2013. Ahmedabad.

For research projects on Accessible keyboards for blind and Garbage bin designs.

Director's Silver Medal for Overall Excellent Performance

Aug 2013. Ahmedabad.

For Academic and Extracurricular excellence.

Award for Excellence in Internship

Jul 2012. Bangalore.

At Ricoh Innovations, for contributions to BookSnap by the Managing Director

## EDUCATION

Indian Institute of Technology, GN

2009 - 2013. Ahmedabad.

Major: Chem. Engineering  
Minor: Computer Science

Swami Vivekanand High School

2007 - 2009. Mumbai.

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