

AKSHAY POTNIS

PRODUCT DESIGNER | UX ENTHUSIAST

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EDUCATION

UNIVERSITY OF MICHIGAN, SCHOOL OF INFORMATION

Master of Information in Human Computer Interaction - MSI '17
Honor : Funded Academic Excellence Merit Scholarship

UNIVERSITY OF PUNE | India

Bachelor of Engineering in Information Technology - BEIT - '14
GPA : 3.92 | Honor : University Topper

RELEVANT WORK

UX DESIGN INTERN | YouTube, Google

MAY '16 - NOW

Working on user education and learning in products that focus on users in emerging markets far removed from Silicon Valley. Conceptualizing a framework and unconventional techniques combining UI, marketing and support for organically embedding learning into design.

CO-FOUNDER, DESIGN LEAD | Muffinapp.com

AUG '15 - MAY '16

Co founder and UX/UI lead on a product that helps people cherish friendships by giving them more reasons to meetup, get out and have fun with their loved ones.

UX CONSULTANT | DIG Lab, UM

SEP '15 - APR '16

Working on ideation, persona map, usability testing, prototyping and logo designing of a visualization system which is an early warning system for academic advisors in University of Michigan to detect trends in academic performance of students.

PRODUCT DESIGNER | Design Clinic, UM

SEP '15 - APR '16

Led the design team on the need finding, visioning and visual design of a web app providing democratic and collaborative group travel planning.

UX ENGINEER | Kpoint Technologies

JUN '14 - JUN '15

Worked on redesigning, mocking, prototyping and development of all media interfaces for the enterprise video & learning platform Android mobile app.

UX ENGINEER INTERN | Kpoint Technologies

JUN '13 - JUN '14

Worked on ideation, brainstorming and low fidelity prototyping of an information visualization system for root cause analysis through server monitoring.

DESIGN INTERN | Arts circle, PVG

JUL '13 - DEC '13

Designed a state of the art web app for event management. Simplified complex user workflows that spanned across the integration of Flickr, Facebook, YouTube and Timeline.js to manage social aspects in the web app.

PROJECTS

PRODUCT DESIGNER | IPD, Proctor & Gamble

Worked on branding, website & logo design of a one handed band aid product. Conducted user research, ethnography for problem discovery. Also worked on persona modelling and physical prototyping of the band aid design.

UX RESEARCHER | Contextual Enquiry

Conducted contextual enquiry & created an affinity wall to find patterns of problems affecting business decisions of a huge organization.

UX RESEARCHER | Mportfolio, UM

Worked on need finding, heuristic & usability evaluation for a e-portfolio system incubated at the University of Michigan, Ann Arbor.

INTERACTION DESIGNER | Interaction design project, UM

Worked and developed an IxD system that helps students discover quick cook recipes from other students in their close networks.

SKILLS

VISIONING

Brainstorming, Experience mapping, Personas, Scenarios, Storyboarding, Contextual Inquiry, Affinity mapping, Whiteboarding.

EVALUATION

Needs finding, Heuristic evaluation, Usability testing, Interviews, Surveys, Focus groups.

TOOLS & MORE

Sketch, Illustrator, Photoshop, OmniGraffle, Balsamiq, Axure, Proto.io, Principle, Pixate, InVision, Marvel, Origami, HTML5, JS, Video, Paper prototyping, Physical modelling, Sketching.

AWARDS

- Winner of 3M Design Jam | University of Michigan Sept 2015
- Best outgoing student of year | University of Pune 2014
- General Proficiency for standing 1st all 4 years | PVG, University of Pune, 2014
- Best Project Award | PVG, Pune 2013
- Accolades for direction. story writing and music direction in one act theatrical plays | Pune 2013

PUBLICATIONS

- Vehicular Travel Initiated Sustainable Charging and Travel Analytics System, IEEE - Australia.
- Elastic Rapid Provisioning, Multiple Source Monitoring Framework Architecture - IJCA

RELEVANT COURSES

Introduction to Interaction Design

Graphic Design

Complex Web Design

Fundamentals of Human Behaviour

Usability & Needs Evaluation

Integrated Product Development

Contextual Inquiry and Needs Assessment

LINKED IN

<https://www.linkedin.com/in/potnisakshay>

ONLINE PORTFOLIO

<http://www.akshaypotnis.com>

