AKRITI KAUR

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https://akritikaur.github.io/

EDUCATION

Indian Institute of Technology, Guwahati, India
Bachelor in Design, 8.47/10
2014 - Present

Senior Secondary School
Andhra State Board, 98.3%
2012 - 2014

Secondary School
Delhi Public School
CBSE, 10/10
2012

DESIGN SKILLS

Design Research, Affinity mapping, Information architecture, Contextual Inquiry, User Interviews, Persona Creation, Ideation, Brainstorming, Wireframing, Storyboarding, Heuristic Evaluation, User Experience design, User interface design, Prototyping, Usability testing

CODING SKILLS

C, HTML, CSS, Bootstrap, Arduino, XML, Android Studio

SOFTWARE SKILLS

Sketch, Adobe Photoshop (advanced), Adobe Illustrator (advanced), Adobe XD, Balsamiq Mockups, Adobe Premiere Pro, Adobe Aftereffects, Solidworks, Unity3D, Google SketchUp

CO-CURRICULARS

Inter-IIT Sports Meet 2016: Participated in Lawn tennis Tournament of Inter-IIT 2016 held at IIT Kanpur

Manthan 2015: Participated in the Inter-hostel cultural competition

WORK EXPERIENCE

UX Designer | Tesco, Bangalore | Jul'18 - ongoing

Responsible for UI/UX design of applications concerning to the store colleague experience. Understanding user journeys, ideation, brainstorming, conceptualisation, creating user flows, conveying these to developers and stakeholders are my major tasks. I've been working on voice user interface and wearable technology as part of my role.

Researcher - Interaction Design | UE-HCI Lab, IIT Guwahati | Jan'17 - Apr'18

Worked on a research project aiming to design guidelines for Virtual Reality interfaces. Performing literature research, ideation, making user flows, developing prototypes and usability testing were my major roles. Analysing the post-experiment data helped me re-iterate on the designs and later, we worked in a team to come up with gesture based interactions for a money transaction scenario in Virtual reality via leap motion technology.

UX Design Intern | Samsung R&D, Bangalore | May'17 - July'17

Worked on designing a philosophy for Samsung's Tizen OS. My work included literature review, understanding competitors, conceptualising a design direction and hence create a unique selling point for Tizen OS. I conducted user study first and then tested my designs with a set of users. Insights were presented to understand potential business value.

UI/UX Design Intern | Peppersquare, Bangalore | May'16 - July'16

Designed an application for booking car services in Bangalore. I was responsible for designing the wireframes, user flows and complete UI of the app. My role also included social media marketing campaign design. The app designs were discussed with clients and re-iterated upon as per customer and client requirements.

PUBLICATIONS

A Comparative Study of 2D and 3D Mobile Keypad User Interaction Preferences in Virtual Reality Graphic User Interfaces (VRST 2017, Sweden. ACM-DL Library)

A Cognitive load assessment study of Three-dimensional Interactive Virtual Reality Interfaces (HWWE 2017, Aligarh. Springer Proceedings). In print process.

Exploring Spatial Interactions for Number-entry and Menu Selection in Virtual Reality Environment (ICoRD 2019, Bangalore. Springer). Accepted.

ACHIEVEMENTS

ACM SIGGRAPH Student Travel Grant for poster and demo presentation at VRST 2017, Sweden

Achiever of scholarship under Dr. B.R.Ambedkar Merit Recognition Scheme of Visakhapatnam Steel Plant