

ashutosh agrawal

Designer of simple and meaningful digital experiences

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education

Bachelors in Design

Minor in Computer Science

Indian Institute of Technology Guwahati

(May 2019)

GPA: 8.95/10

Department Rank: 2/49

Class 12, CBSE Board

Delhi Public School, Vindhayanagar

(2015)

Percentage: 95.8%

Class 10, CBSE Board

Delhi Public School, Vindhayanagar

(2013)

CGPA: 10/10

experience

Undergraduate Research Intern

UE/HCI Lab, IIT Guwahati

(December 2017)

- Designed and developed different number-entry interfaces in virtual reality using Leap Motion Technology.
- Explored different spatial arrangements of dial-pad and designed interaction tasks involving natural-object interaction and hand gestures in Indian-context.
- Developed the interfaces using leap motion controller on Unity 3D for HTC Vive.

User Experience Research Intern

1mg Technologies, Gurgaon

(May 2017 - July 2017)

- Conducted extensive early stage user research using various ethnographic research methods like contextual interviews, shadowing, fly-on-the-wall observations etc.
- Collaborated in insight generation and persona development.
- Conducted A/B testing for a couple of products.

projects

3D Interface design for Virtual Reality (Phase 2)

(Ongoing)

Evaluation of number-entry interfaces in VR

Guide: Prof Pradeep Yammiyavar, Director, UE/HCI Lab, IIT Guwahati

Design and conduct experiment to evaluate the number-entry interfaces developed in the initial phase of the project for different scenarios in virtual reality.

“Right Time” App

Redefining online catering in trains

(Aug 2017)

Designed a time-based food delivery app for Indian train travellers with an innovative and hassle-free user experience. (An award-winning project at Uxplorer '17)

Voice-User Interface Study

A comparative study on different PDAs

(Sept-Oct 2017)

Guide: Prof Abhishek Shrivastava, Assistant Professor, Dept. of Design, IIT Guwahati

Following a scenario-based design methodology, performed a comparative study of PDAs like Siri, Google Assistance and Bixby to determine their interaction models.

achievements

NTSE (National Talent Search Examination) Scholar 2013; qualified for the award of scholarship.

Runner-up in Uxplorer 2017, a national-level student design challenge conducted by YUJ Designs for project- “Right Time”

Selection, JEE Advanced 2015 - Top 0.2% among 1.5 million students

ux skills

Affinity Analysis

A/B Testing

Competitive Analysis

Contextual Inquiry

Customer Journey Maps

Ethnography

Focus Groups

Heuristic Evaluation

Info. Architecture

Interviews

Persona Creation

Prototyping

Storyboarding

Ethnography

Survey Design

User Interface Guidelines

Wireframing

tools

Adobe Creative Suite

Sketch

Unity 3D

Balsamiq

programming

C/C++

C#

HTML/CSS

JavaScript

jQuery

relevant coursework

Intro. to Interaction Design

Design Analysis

Design Methods

Physical Computing

Graphic Design Studio

Tangible Interfacs*

Systems Approach to Design*

Instructional Design and

Multimedia*

(*To completed by May 2018)

co-curriculars

Inter-IIT Sports Meet, 2016:

Represented IIT Guwahati in

Squash at the meet held in IIT Kanpur.

Institute Squash Secretary,

IIT Guwahati, 2017-18

Branch Representative,

Batch of '19, Department of

Design, IIT Guwahati

Welfare Secretary, Manas

Hostel, IIT Guwahati