ashutosh agrawal

Designer of simple and meaningful digital experiences

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education

Bachelors in Design *(May 2019)*
Minor in Computer Science GPA: 8.86/10
Indian Institute of Technology Guwahati Department Rank: 2/49

Class 12, CBSE Board *(2015)*
Delhi Public School, Vindhayanagar Percentage: 95.8%

Class 10, CBSE Board *(2013)*
Delhi Public School, Vindhayanagar CGPA: 10/10

experience

User Experience Research Intern *(May 2017 - July 2017)*
1mg Technologies, Gurgaon

• 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.

UI/UX Designer *(Sep 2016 - Sep 2017)*
Website-Operations, Techniche '17

• Designed and Developed the website and app for Techniche '17 - the annual techno-management fest of IIT Guwahati and also handled its operations.

Freelance Visual Designer *(Sep 2016 - Nov 2016)*
Edufers.com, Jaipur

• Work involved designing posters, flyers, brochures, pamphlets etc.

projects

3-D User Interfaces for Virtual Reality *(On-going)*
Designing guidelines for 3-D interfaces
Guide: Prof Pradeep Yammiyavar, Director, UE/HCI Lab, IIT Guwahati

Aim of the project is to develop 3-D interfaces using Leap Motion technology to assist users with several complex tasks in VR environment and come up with a set of design guidelines.

"Right Time" App *(Aug 2017)*
Redefining online catering in trains

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)*

Carrom for the Blind *(Apr 2017)*
Design for disability
Guide: Prof Supradip Das, Assistant Professor, Dept. of Design, IIT Guwahati
Redesigned Carrom, a popular Indian indoor game for visually impaired and partially sighted people.

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
Balsamiq
Marvel
Unity

programming
C/C++/C#
HTML/CSS
JavaScript
jQuery
Arduino

relevant coursework
Physical Computing
Intro. to Interaction Design
Design Methods
Design Analysis
Graphic Design Studio

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