

ashutosh agrawal

Designer of simple and meaningful digital experiences

ashutoshagrawaldesign@gmail.com

+91 9954247713

ashutoshdesign.github.io

education

Bachelors in Design

(May 2019)

Minor in Computer Science

GPA: 8.95/10

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

3D Interface design for Virtual Reality

(Dec 2017 - Present)

Design and evaluation of number-entry interfaces in VR

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

Aim of the project is to design 3D interactions using Leap Motion Technology and evaluate them for different number-entry interfaces in virtual reality environment.

"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

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

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