

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: 8.86/10

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

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.

UI/UX Designer

Website-Operations, Techniche '17

(Sep 2016 - Sep 2017)

- 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

Edufers.com, Jaipur

(Sep 2016 - Nov 2016)

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

projects

"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)

Carrom for the Blind

Design for disability

Guide: Dr Supradip Das, Assistant Professor, Dept. of Design, IIT Guwahati

Redesigned Carrom, a popular Indian indoor game for visually impaired and partially sighted people.

(Apr 2017)

Resonance

Charging mobile phones on the move

(Dec 2016)

Designed a wearable to charge smartphones on the move by converting ambience sound into electric charge.

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

programming

C/C++

HTML/CSS

JavaScript

jQuery

Bootstrap

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