ashutosh agrawal

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education

Bachelors in Design Minor in Computer Science

Indian Institute of Technology Guwahati

Class 12, CBSE Board

Delhi Public School, Vindhayanagar

Class 10, CBSE Board

Delhi Public School, Vindhayanagar

(*May 2019*) GPA: 9.01/IO

Department Rank: 2/49

(2015)

Percentage: 95.8%

(May 2018 - July 2018)

(2013)

CGPA: 10/10

experience

UX Research Intern, Haptipedia the University of British Columbia, Canada

Guide: Prof Karon MacLean & Dr Hasti Seifi

- Conducted in-depth interviews including protocol analysis with 10 users to evaluate Haptipedia prototype.
- Performed thematic analysis to draw insights on data dimensions, user tasks and usability issues of prototype.
- Designed and prototyped interactive data visualizations using Tableau and D3.js

Undergraduate Research Assistant, Virtual Reality, (December 2017 - August 2018) UE/HCI Lab, IIT Guwahati

Guide: Prof Pradeep Yammiyavar

- Designed and prototyped interactions based on hand gestures, natural-object interaction and headgaze in Virtual Realtiy environment
- Conducted a usability evaluation to compare these interactions
- Analyzed this data using statistical and thematic analysis.

User Experience Research Intern 1mg Technologies, Gurgaon

(May 2017 - July 2017)

Guide: Mridu Mehta

- 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.

other projects

"Yo-onetoon" & "Be Real, Be Ready" concept Apps

Expowering youth with sex education

Designed a "system of apps" based on comic strips and a trialogue chatbot that improves access to sexual and reproductive health informatio.

"Right Time" App

Redefining online catering in trains

Designed a time-based food delivery app for Indian train travellers with an innovative and hassle-free user experience.

publications

"Exploring 3D interactions for Number-entry and Menu Selection in Virtual Reality Environment" (*ICoRD 2019; Springer*)

"Haptipedia: Accelerating Haptic Device Discovery to Support Interaction & Engineering Design" (*Paper Submitted CHI 2019; ACM*)

research and design

Affinity Diagramming Competitive Analysis Contextual Inquiry Data Visualization Ethnography Focus Groups Heuristic Evaluation Info. Architecture Interviews Persona Creation Protocol Analysis Rapid Prototyping Storyboarding Thematic Analysis **Usability Evaluation** Wireframing

design tools

Adobe Creative Suite Sketch Unity 3D Balsamiq Marvel

programming

C/C# HTML/CSS JavaScript D3.js

relevant coursework

Usability Engineering*
Environmental and
Experiential Design*
Intro. to Interaction Design
Systems Approach to Design
Design Methods
Physical Computing
Instructional Design and
Multimedia
Tangible Interfacs

(* completed by Nov 2018)

awards & co-curriculars

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

Squash: Represented institute at Inter-IIT Sports Meet 2016