# ashutosh agrawal

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## education

**Bachelors in Design** *(May 2019)*
**Minor in Computer Science** GPA: 9.01/10
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

**UX Research Intern, Haptipedia** *(May 2018 - July 2018)*
**the University of British Columbia, Canada**
*Guide: Prof Karon MacLean (SPIN Lab, UBC) & Dr Hasti Seifi (MPI-IS, Germany)*

• 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 Reality environment

• Conducted a usability evaluation to compare these interactions

• Analyzed this data using statistical and thematic analysis.

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