Gurudutt Perichetla
Product + Experience Designer

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WORK EXPERIENCE

UX Design Intern · Ignitus
Dec 2018 — Feb 2019 · Pittsburgh, PA (Remote)

Worked with product managers and the COO to create a platform to connect students with global research internships.

Developed animations, prototypes and interface components for the web and mobile **design system**. Achieved a **380% increase** in platform adoption rate**.**

UX Design Intern · Groceristar
May 2018 — Jul 2018 · Ternovka, Ukraine (Remote)

Worked directly with the CEO to create a platform to simplify meal planning, eat healthily and save money.

Designed wireframes & prototypes for the web application and cross-platform mobile application. Prototyped designs into web applications using ReactJS components and **launched the MVP**.

Research Intern · CSIR-CDRI
Apr 2018 — May 2018 · Lucknow, India (Remote)

Performed extensive research on blockchain technology & authored articles under Dr. Sukant Khurana. The articles — "The world's first Blockchain City**"**, "How Blockchain can help Banks" were featured on **Medium's largest active publication**, The Startup.

Undergraduate Researcher · Anna University
Jan 2018 — May 2018 · Chennai, India

Proposed a new **Convolutional Neural Network model** that utilized a simple architecture to achieve near **State-of-the-Art accuracy** (0.60) on the **Facial Emotion Recognition** (FER-2013) dataset.
(Paper: **arXiv: 1910.05602**)

SELECTED PROJECTS

Spaces · Designed an app to help young adults find affordable and safe spaces to stay while traveling.

Georgia Aquarium's Predator · Designed an AR experience to change the perception of sharks from fear to fascination.

Waggle · Designed an app to simplify the process of finding graduate assistantships at Georgia Tech.

Rescue Me · Designed an Emergency First Response app to help people during natural disasters. (Inspired by 2018 South Indian Floods)

Natural Language Generation using Generative Adversarial Networks (Undergraduate Thesis)

EDUCATION

M.S. in Human-Computer Interaction
Georgia Institute of Technology
Aug 2019 — Present · Atlanta, GA

B.E. in Computer Science and Engineering
Anna University
Jun 2015 — May 2019 · Chennai, India

SKILLS

Research
Interviews · Observations · Surveys · Contextual Inquiries · Affinity Mapping · Personas · User Journeys · Empathy Maps · Task Analysis Participatory Design · Card Sorts · User Testing Data Analysis

Design & Tools
Wireframes · Prototypes · Sketch · Figma · Marvel InVision · Adobe Creative Suite · Zeplin · Principle Android Studio · Xcode

Development
HTML · CSS · JavaScript · Java · Python · Android C · C++ · Swift (iOS) · XML

CERTIFICATIONS

Enterprise Design Thinking Practitioner · **IBM**

Behavioral Responsible Conduct of Research · **CITI**

VR and 360 Video Production · **Google & Coursera**

Intro to Practical Deep Learning · **Intel & Coursera**

Elements of AI (2 ECTS) · **University of Helsinki**

Blockchain Foundation Developer · **IBM**

Customer Engagement Specialist · **IBM**

MORE ABOUT ME

Produced & Released 9 music albums on Spotify

Led Cognizant Student Club team

Lead Designer for the ACM Student Chapter