ASHRIS CHOUDHURY

https://iashris.com | hello@iashris.com | +91-9937157671

EXPERIENCE

Senior Software Engineer, HeadsUp (USA)   **Jul 2021 - Jul 2023**

HeadsUp is an AI tool that analyses and delivers sales teams data-driven insights from customer product usage patterns.
• Spearheaded the successful development of the HeadsUp Chrome extension, key in securing a $143K Contentful deal.
• Built core features of the web-app such as object lookup, dataviz charts, campaign creator using NextJS, tailwind, GraphQL.

Senior Software Engineer (SDE-II), BharatPe (India)   **Mar 2020 - Jun 2021**

BharatPe is India's leading merchant payment FinTech company. It helps merchants accept payments from customers for free.
• Led the Fleet-on-Street app development and ReactJS webviews, crucial in escalating BharatPe's valuation by 10x to $2 Bn
• Quickly mastered Kotlin amidst an engineer shortage, leading the development of map tracking, achieved $27K in savings
• Earned recognition as fastest contributing engineer, resolving prod issues for substantial cost savings.

Fullstack Developer, Qwilr (Australia)   **Jul 2019 - Mar 2020**

Qwilr is a rich editor that allows for easy creation of marketing documents, contracts, pitches using simple drag and drop UI
• Developed key Qwilr editor features such as image and caption addition, employing test-driven development using Jest.
• Empowered efficient searching across folders leveraging Kibana and Elasticsearch.

Fullstack Developer, Shipsy (India)   **Aug 2019 - Jul 2019**

• Built a modular SQL composition technique that automated pagination, sorting, filtering across the CRM object views
• Developed a Google Spreadsheet App Script, drastically reducing organisation creation time from 2 hours to 15 seconds.

Data Journalist, Hindustan Times (India)   **May 2018 - Aug 2018**

• Built an ELO-based rating and prediction model for the FIFA World Cup 2018 based on data from past 16 years
• Did a data story on the correlation between transfer of bureaucrats in different states of India and change in ruling party

Research Assistant, MIT Media Lab (Cambridge, Massachusetts)   **May 2017 - Apr 2018**

• Developed a mixed reality game environment for children to learn physics and maths concepts interactively. Programmed over 10,000 lines in C# and conducted extensive user studies with students to arrive at the final design.
• Designed hardware prototypes and trained the RNN for AlterEgo – a wearable that estimates what someone is thinking on the basis of 36 micro-vibration sensors on the face. Developed a proof of concept to connect the internet to the mind.

EDUCATION

Visiting Researcher, MIT Media Lab (Cambridge, USA)   **Aug 2017 - May 2018**

Classes taken: Cognitive Augmentation | StartMIT Entrepreneurship 101 | Depolarisation by Design | Tangible Interfaces

Bachelor of Architecture (Hons), Indian Institute of Technology (IIT) Kharagpur   **Jul 2012 - Jul 2017**

Classes taken: Programming and Data Structures | Artificial Intelligence | Operations Research | Innovation Management

PUBLICATIONS

M. Khan, F. Trujano, **A. Choudhury**, P. Maes, "Mathland: Playful Mathematical Learning in Mixed Reality", Proc. ACM SIGCHI Conference on Human Factors in Computing Systems | **CHI 2018 Extended Abstract**

T. Dingler, A. Choudhury, V. Kostakos, "Biased Bots: Conversational Agents to Overcome Polarisation", ACM Conference on Pervasive and Ubiquitous Computing | **UbiComp 2018**

SELF PROJECTS

Creator, India in Pixels   **Mar 2019 - Present**

• Organically grew my YouTube channel to 416,000 subscribers. Retweeted by the Prime Minister of India, and Elon Musk
• Interviewed by Hindustan Times, News18, Mid Day, Odisha TV. Featured in Republic Bharat, Aaj Tak, Zee News, NDTV

Creator, iipmaps.com   **Jul 2022 - Present**

• Built a map maker that allows users to easily convert public data instantly to easy-to-understand shareable infographics
• +14,000 users, 23 paid users, business partnership with Coca Cola India | INR 480,000 in revenue in just three months
• Among top 10% applicants in YC 2023 | Site built using React, d3js, Firebase, QGIS

AshrisGPT (Personalised AI Chatbot)   **Jul 2023**

• Employed text embeddings and voice cloning technology to train an AI model on my personal content, demonstrating innovative applications of AI in personalised content generation and interaction.

Learn Data Visualisation with India in Pixels (Unacademy Live Cohort Class)   **Sep 2022**
• Orchestrated a live cohort for 340+ students with Unacademy, a six week course to introduce beginners to data storytelling
• Fastest growing course on Unacademy platform with hands on approach of using data portraits, sonification, dashboards

Data Sonification of India's UPI Transactions (P2P payments) data   **Apr 2022**
• Developed an engaging animated infographic illustrating the impact of UPI and digital payments through data sonification.
• Achieved notable recognition from Prime Minister Narendra Modi for the innovative use of sound in data storytelling.

The 13 x 29 Project   **Sep 2018**
• Scraped tweets of 29 leaders from 13 different fields in India after the Section 377 verdict by the Supreme Court to visualise how different sectors of society welcomed the verdict.
• Invited by the Processing Foundation to present the project in the First Processing Community Day in Bangalore (2019)

Network Visualisation of Facebook Clusters   **Apr 2018**
• Crafted an efficient Python script to automate extraction of mutual friends data from 2000+ Facebook profiles.
• Utilised Force Atlas Algorithm on Gephi to visualise friendship clustering, analysing susceptibility to echo chamber creation
• Received recognition in the Towards Data Science journal and the Kantar Information is Beautiful awards 2018.

ESUM - Physiological Feedback Driven Urban Planning (ETH Zurich)   **May 2015**
• Built a machine learning model to predict the emotional response of people to a city's spatial and environmental design
• Implemented OpenCV HAAR Cascade Algorithm to blur human faces from stereoscopic street footage in Zurich

TALKS AND INTERVIEWS

iFest, Dhirubhai Ambani Institute of Information and Communication Technology (Gandhinagar)   **Nov 2022**
Invited as a featured guest at DA-IICT Tech Fest, engaging with students in a Q&A session on exploring interdisciplinary fields

Dostcast Podcast | Understanding India through maps, languages, cultures with Ashris   **Mar 2022**
Featured guest on Dostcast, the fastest growing podcast in India, engaging in insightful discussions on topics such as linguistics, Indian culture, data visualisation, and the evolution of the Hindi language.

Narrating a Nation Through Numbers, Outlier Conference (Poland)   **Oct 2021**
Delivered a keynote presentation at Outlier 2021, a global dataviz conference, emphasising the role of data visualisation in amplifying underrepresented voices and perspectives.

News18 | This Coder is Re-imagining the Composition of India With Maps of Visual Data   **Aug 2021**
Featured in News18's Independence Day special edition, highlighting my work with 'India in Pixels'

Speaker, Processing Community Day 2019 (Bangalore)   **Feb 2019**
Invited to present my project 13x27, visualisation of tweets post the Section 377 verdict by the Supreme Court of India

AWARDS AND ACHIEVEMENTS

All India Rank 1, National Institute of Design Exam (Bangalore)   **2019**
All India Rank 1 in the Game Design stream and All India Rank 3 in the Information Design stream of NID

Kantar Information is Beautiful Awards (2019, 2018)   **2018, 19**
Projects "Visualising my Facebook Network Clusters" and "Indecoded: Animated Cartogram of India" showcased in IIB Awards

MIT Sandbox Fund for Entrepreneurship MIT   **2018**
Awarded $1000 for developing Pool-ed, a Chrome extension that offers rewards to complete MOOCs.

Winner, GES Hackathon (Chatbots for Social Impact) IIT Kharagpur)   **2016**
Won the GES Hackathon (out of 100 teams) for developing "Sparreo : Chatbot to incentivise lost and found systems in city"

National Finalist General Electric Edison Challenge, Bangalore   **2016**
Top-25 in India – Developed Trafix - a route planning system to solve city's traffic issues via gamification incentives.

OTHER ACTIVITIES

• LGBTQ+ Activism: Member of the LGBTQ+ support group in IIT Kharagpur. One of the 20 petitioners in India to file a petition to the Supreme Court of India to repel the colonial era law Section 377 which criminalised homosexuality.
• Founded Design++, an interdisciplinary tech cum design group in IIT Kharagpur. Conducted workshops on Generative Art, Web Development and Parametric Architecture.

TECHNICAL SKILLS

Technology: ReactJS, Typescript, Python, NextJS, NodeJS, Express, Firebase, SQL, Postgres, Selenium, GraphQL, AWS, JIRA
Design: Midjourney, DALL-E, Adobe Photoshop, Adobe Premiere Pro, Sketch, Adobe XD, Procreate