ISHA AGARWAL

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EDUCATION

Indian Institute of Technology

Bachelor of Design CGPA - 7.79 (of 10) - 3.29 (of 4)*

ACHIEVEMENTS

Winners, **Student Design Challenge** OzCHI - 2017 Brisbane, Australia

Joint Entrance Examination

Amongst the top 0.1% of 1.3 million students who took the IIT-JEE 2014.

AISSE XII, CBSE Board

Recognised by Hon'ble Minister of HRD, Govt. of India for outstanding performance.

SKILLS

Design Methods

Affinity Diagramming Competitive Analysis **Contextual Inquiry Data Flow Mapping** Systems Design **Data Visualization** Ethnography Information Architecture Heuristic Evaluation **Usability Engineering** User Research Visual Design Wireframing & Prototyping

Design Tools

Adobe Creative Suite Sketch Figma Affinity Designer Balsamig Invision Blender 3D MS Office Suite

Programming

C/C++, C# Python HTML/CSS JavaScript (Angular, Node, React) Arduino

EXPERIENCE

Software Engineer - UX Expert, Société Générale

July, 2018 - Present

Acting as a transversal resource in multiple pizza teams to aid digital transformation and automation of various processes.

UI/UX, Summer Internship, Société Générale

May, 2017 - July, 2017

Worked on the redesign of FIZZ, a legacy tool to record OTC metal trades.

Game Design, Summer Internship, Kanimuni, IIT Guwahati

June, 2016 - July, 2016

Worked on pedagogical game design and created X-Busters, a game aimed at generating interest of 8th graders in chemistry

PROJECTS

Electric Three Wheeler Design for Urban Markets, Thesis Project

Guide: Prof. Pradeep Yammiyavar, IIT Guwahati

Keywords: Usability Engineering, Niche Driven design, Industrial Design

Designed a three wheeler for urban markets, identified newer niches and potential markets for the vehicles in e-commerce, logistics and street vending. Also brainstormed for newer possibilities among everyday commuters.

Swadesi, Systems Approach to Design

Guide: Dr. Pratul Kalita, IIT Guwahati

Keywords: Systems Design and Gap Analysis, Data Flow Models, UI/UX

Applied my learnings to empowering the Cottage and Handicraft Industry across India by bringing their presence online, documenting and creating awareness about the products among consumers.

Sustainable PSS in Sualkuchi, LENSin

Guides: Prof. Carlo Vezzoli, Prof. Ravi Mokashi Punekar, Asst Prof. Pankaj Upadhyay, Asst Prof. Sharmistha Bannerjee Keywords: Distributed Economies, Product-Service Life Cycle, Sustainability Conducted a case study on Sualkuchi Silk Industry, as a part of the second pilot course

from LENS International. Our focus was directed around the stagnation in motifs and

products due to the isolation of the industry.

PUBLICATIONS

Sproutshout: Participatory Platform for Shared Foster Care of Plants

In Proceedings of the 29th Australian Conference on Computer-Human Interaction (OzCHI '17) ACM, New York, NY, USA, 640-645. DOI: https://doi.org/10.1145/3152771.3154861

WHITE PAPER

KOZMO: Generating Empathetic Arousal Through Collaborative Play Submission to the Interaction Design and Children 2018 Research & Design Competition

RELEVANT COURSES

Creativity and Innovation

Academic

New Media Studies Interaction Design Design Management Systems Design for Sustainability Systems Approach to Design Design Methods Design Analysis User Experience & Interaction Design Game Design **Physical Computing** Tangible Interfaces Introduction to Computing Computing Lab **Applied Ergonomics Animation Fundamentals Graphic Design** Elements of Design, Form Cognitive Psychology Language, culture and Cognition Concepts and Ideologies in Social Life Art, Design and Society

External

Introduction to Python Creativity & Lateral Thinking

POSITIONS OF RESPONSIBILITY

Organising Team, Industrial Conclave, Techniche Oct '14 - Sept '15

Core Team, Creatives, Alcheringa

Jan '15 - Jan '17

EXTRACURRICULARS

Volunteer Activities

- National Service Scheme: Posters to create awareness, Donation Camps for Flood Affected victims, Old Age home Visits, Trash picking and Cleaning activites.
- Guwahati Half Marathon: Track Setup

Theatre & Dramatics

- Direction : The Mousetrap
- Stage Crew: Jab Sheher Humara Sota hai, The Importance of Being Earnest
- Street Plays: Awareness generation on various issues like Depression, Suicides etc.

Sketching, Doodling and Illustrations

- Illustrated for StrateJEE authored by Saransh Gupta
- Upload digital and paper sketches as @ishtuff, Instagram