

# Neel Kadia

Imagineer, Designer and Developer

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## Work Experience

### Google / UXE (User Experience Engineer 4) @ YouTube

SEP 2019 – PRESENT, BENGALURU, INDIA

My work on YouTube as UX Engineer is a synthesis of design and development. I work mostly on YouTube Homepage, Explore, Search and Discover features. I take most innovative product concepts and bring them to life by prototyping; pushing the boundaries of user interfaces. I partner with Researchers and Designers to define and deliver new features, test new concepts and assist with final implementation.

### Adobe / User Experience Designer 2 @ Design Lab

JAN 2018 – AUG 2019, NOIDA, INDIA

I bring ideas to life by rapidly iterating through hypothesis, design, prototyping, and validation with a goal of bringing new experiences to users. I partner with product teams to transfer ideas into features within an existing product or as a new product. Another significant outcome of my efforts is to file for patents, paper submissions, and presentations at relevant conferences.

### Universal Softwares / Software Engineer (Android)

JAN 2014 – May 2015, AHMEDABAD, INDIA

Responsible for designing & developing Android apps and integrating them with hardware products to build ecosystem. Designed and developed Android app of Jail Management System and Healthcare Management System for CFMG.

### Azilen Technologies / Software Engineer Intern (Android)

June 2013 – Dec 2013, AHMEDABAD, INDIA

Responsible for developing E-menu Android app for food ordering platform as well as writing backend system on Node.js.

### Freelance Consultant / Designer and Developer

JAN 2014 – JUNE 2016, NOIDA, INDIA

Made 40+ business online and mobile by making Android apps in urban and rural area of Gujarat, India. I have worked with NGOs, farmers and business leaders to push Android app ecosystem in their respective business with hardware and software solutions.

### Teaching / Programming

JUL 2009 – INDIA

I teach programming to kids/teens at various NGOs. I work for my community to make apps and products which can make their life easy and keep them together as community.

## Education

### National Institute of Design /

### Masters of Design in New Media Design

MAY 2015 – DEC 2018, AHMEDABAD, INDIA

Initiated and contributed to several experimental projects involving tangible interaction, natural user interface, hardware design-development, AI and voice enabled workflows. Worked on the intersection of art, craft, science, technology and design to form speculative projects in healthcare, advertisements and dating.

While forming a process of exploring and critically examining the relationship between technology and culture; gaining competency in judging the appropriate application of technology; developing insights leading to the invention of new technology.

### Gujarat Technological University /

### Bechelors of Computer Engineering

MAY 2009 – DEC 2013, AHMEDABAD, INDIA

Started Android App Development club at the university. Gave programming lessons on Android SDK programming at App Development Club. Started a non-profit start-up with friend for making apps for public. Made and published 5 apps which crossed 10K+ download.

## Skills

**Design :** Illustrations, UI Graphics. Userflows, Wireframes and mockups in low-to-high fidelity design, from Balsamiq mockups to Sketch, Illustrator, XD. Motion Design with After Effects and Principals. Style Guides. Unity, Dimention CC, AutoCad for designing interaction.

**Programming :** Applied Machine Learning with Tensorflow, Keras, PyTorch, Caffe n other platforms. Experienced in C++, Java, Python, Javascript, Node.js including SDLC of Android Apps. Comfortable with HTML, CSS, PHP, Matlab, OpenGL, JQuery, MongoDB and MySQL. Processing, Arduino, Particle programming. Fritzing and Eagle for Circuit makers.

**Design Research :** Ethnographic Study, Design reviews, A/B Testing, Usability Testing, User Interviews, Framing hypothesis, Persona study, Journey Mapping, Task Analysis, Articulation and presentation of research insights.

## Patents

### Patents / Adobe Inc

2017 – 2018

- Content aware font recommendation – [US20210103632A1](#)
- Automatic positioning of textual content within digital Images – [US20210110587A1](#)
- Tutorial suggestion based on graphic styles detection, style summarization and recommendation with style similarity.
- Which-one? – Understanding user intent and suggesting Adobe Software.

## Awards & Recognition

### Awards / Mobile Application Development

2009 – 2018

- First prize to share research on UI Stabilizer on Acrobat Reader Android app at Global Accesability Awareness Day 2019
- SCLApp won 1st prize In APPSTER-2, Android app making competition in MSU (MS University, Baroda) FootPrints X4.
- RickFare won 1st prize In APPSTER, Android app making competition in MSU (MS University, Baroda) FootPrints X3.
- Won 1st prize in Ad-making competition of L.D. College of engineering in Techfest.

## Recognition

2009 – 2018

- Machine Assisted Creativity projected will be showcased at Adobe Tech-summit 2019 in San Jose, CA in front of 20,000+ developers from all around the world.
- Hariyali Mulya SEWA project stood first in place to get implemented among other 15+ participant all around the world in Self-Employed Women Association.
- RickFare was noticed by daily newspaper Divyabhaskar (CityBhaskar) and listed in unique invention column on 6/2/2013.
- RickFare was noticed by local news channel GS TV(Gujarat Samachar TV) and a story was telecast in January 2013.
- RickFare is marked as 'most useful app for Amdavadi people' by a city guide website aapnuahmedabad.com in Dec 2012.
- RickFare is listed in top 10 useful app of July' 12 by i-apk.in.