Neel Kadia
Imagineer, Designer and Developer

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Work Experience

Google / UXE (User Experience Engineer 4)
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 voic enabled workflows. Worked on the intersection of art, craft, science, technology and design to form speculative projects in heathcare, advertisments 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 inclduing 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, Framming hypothesis, Persona study, Journey Mapping, Task Analysis, Articulation and presentation of research insights.

Patents

Applied Patents / Adobe
2017 – 2018

· Assisted typeface selection – Font exploration using feature vector and tag embedding with blob based and voice based Interfaces
· Tutorial Suggestion based on graphic styles detection, style summarization and recommendation with style similarity.
· Text Fit – Placing text on Image by contextually understanding Image.
· WhichOne? – Understanding user intent and suggesting Adobe Software.

Publication

Internal Blog / Adobe Design
2017 – 2018

· Machine Assisted Creativity – Set of intelligent tools and techniques to foster individuals creativity by Machine Assistance with design sense.

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.