Achuta Anekal

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Experience

Obvious
Full-time / May 2021 - Present

Product Designer

Working with Grab, one of the biggest tech companies in SE Asia to research and build an end to end self-serve Ads platform. Collaborated with SWEs, PMs and leadership to ideate and implement optimization of Ads delivery. (Under NDA)

Thence
Intern / Aug 2020 - Dec 2020
Full-time / Dec 2020 - Apr 2021

User Experience Designer

Designed and shipped user facing features for AngelOne stock trading app like Portfolio management, stock details, option chains, etc. AngelOne is one of the largest stock trading platform in India with over 2 million active users.

Built 0-1 functionality for ZILLSKILL, a kids learning platform. Designed unique features like ZILLSKILL Sequels, a story based representation to help kids discover their inner curiosity and natural capabilities.

NSRCEL at IIMB
Intern / June 2019 - Aug 2019
Part-time / Oct 2019 - Feb 2021

Intern

Worked with startup founders and IIMB professors at NSRCEL, an incubator at Indian Institute of Management Bangalore, to re-design the incubation program using design methodologies like sprints, journey maps and empathy maps.

Part-time Consultant

Continued consulting and assisting NSRCEL stakeholders in running their flagship incubation program and the Women's Startup Program.

Projects

Check
A citizen-driven violation reporting app

For my final semester project, I led my team to fully redesign the Bengaluru Police violation reporting app through game design and machine learning automation through state-of-the-art neural net. This project was accepted as a research paper at the IEEE 2022 Fourth ICAECC conference and will be published in *IEEEXplore*.

Shibui
Plant as a Service

As part of course work in the sixth semester of college, I developed an innovative approach to sell personalised oxygen positive plants through an IoT-enabled service to improve indoor air quality. Awarded best project of the semester.

Private Blockchains
A study on consensus algorithms

Worked as a researcher at the Information Security, Forensics and Cyber Resilience Centre of Excellence at PES University. Did research on performances of consensus algorithms in Private Blockchain networks. This work was presented at the Blockchain Congress '20, Italy and published in *Springer Proceedings*.

Vision X
An electric bike project

As a student at PES University, I worked on the development of powertrain systems and led market research for an Electric Motorbike project. Successfully made to the finals in the Carbon Zero Challenge at IIT Madras among 500+ participants and received a funding grant of ₹5 lakh (~7000 USD).

Education

PES University
B.Tech in Electronics and Communication
2016 - 2020

Skills

UX Design	Prototyping
Product Strategy	Wireframing
Design Research	Layout & Grid
User Interviewing	Figma & Sketch
Data Analysis	Adobe Suite
A/B Testing	Excel & Sheets