Senthur Balaji P S

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Bachelor of Design
Indian Institute of Technology Guwahati

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Education

Degree/Certificate	Institute/Board	CGPA/Percentage	Year
B.Des	Indian Institute of Technology, Guwahati	8.20 (Current)	2016 - Present
Senior secondary	Maharishi International Residential School CBSE board	75.6%	2014 - 2016
Secondary	Maharishi International Residential School CBSE board	9.4	2012 - 2014

Experience

- **Storefront checkout experience design - Myntra**   *May 2019 - Jul 2019*
  Mr. Gaurav Mathur, VP of UX Design, Myntra
  Redesigning the storefront checkout flow to enhance the experience of the users.
- **Member of the 53rd Inter IIT Design team**   *Apr 2018 - Jul 2018*
  Part of the creatives team of the 53rd annual sports meet of IITs.

Projects

- **B2B service system for software component version management**   *Ongoing*
  Asst. Prof. Sharmistha Banerjee, Dept. of Design, IIT Guwahati
  A service for the UX design team to manage software component versions
  and visualize the user testing data in a user friendly format.
- **Rappel - Business expense tracking and report submission app**   *Feb 2018*
  Rappel is an expense tracking and reporting application
  targeted at business executives.
- **Government app store redesign and prototyping**   *Jan 2018 - Apr 2018*
  Asst. Prof. Pankaj Upadhyay, Dept. of Design, IIT Guwahati
  Project aimed at understanding material design guidelines by
  redesigning the government app store.
- **Crowd contributed medicinal recipes app**   *Jan 2019 - Apr 2019*
  A crowd contributed medicinal recipes app that gives
  context based nudges to the user.

Skills

- **Design skills :** Contextual inquiry, Hierarchical task analysis, Wireframing, Rapid prototyping
- **Interpersonal skills :** Empathy, Adaptability, Team working, Delegation, Flexibility
- **Softwares :** Sketch App, Adobe CC (Illustrator, Photoshop, XD, InDesign), InVision, MS Office
- **Programming languages :** C *

  * Elementary proficiency

Achievements

- **Undergraduate Common Entrance Examination for Design 2016 :** Secured All India Rank 207 among 6249 candidates who appeared for the test.
- **Dr. A.P.J. Abdul Kalam IGNITE Award 2015 :** The top 31 from 28,106 ideas were selected and awarded by the then President of India Pranab Mukherjee in memory of Dr. A.P.J. Abdul Kalam, conducted by the National Innovation Foundation of India, for which a patent was filed.
- **National Cyber Olympiad 2012-2013 :** Secured a State rank of 8 and International rank of 108.

Extracurricular

- Represented IIT-Guwahati for badminton in Spirit, a North-East inter-college sports meet.
- Represented Siang hostel for badminton and football in Spardha, an inter-hostel sports meet.
- Attended workshops on Ethical Hacking and the basics of Android Studio.

Key courses taken

- Interaction Design
- Design Management *
- User Research Methods
- Usability Engineering *
- Consumer Behavior
- Tangible Interfaces
- Human Resource Management
- Cognitive Ergonomics

* To be completed in Nov 2019