Sidharth P

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B.Des - Design
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Education

Degree/Certificate	Institute/Board	CGPA/Percentage	Year
B.Des	Indian Institute of Technology, Guwahati	8.21 (Current)	2016 - Present
Senior secondary	CBSE board	94.8%	2016
Secondary	CBSE board	10.0	2014

Experience

- **UX Design Intern | Microsoft R&D (India) Pvt. Ltd., Hyderabad**   *May 2019- July 2019*
  Worked with a team of developers to create a new image preview page for OneDrive for Consumers

- **Creatives and Animations Head | Anveshan Farms, Bengaluru**   *Mar 2019 - May 2019*
  Was responsible for the creation of a brand identity and a variety of animation videos to post in social media. Oversaw the creation of the product website.

- **Motion Graphic Design Intern | Eunoians Creative Studio**   *May 2018 - July 2018*
  Was responsible for concept development, graphic exploration and final execution of design directions for several projects.

- **Lead Designer | Pakit**   *Oct 2017 - Jan 2018*
  Designed and executed a variety of branding projects, which included elements like posters, banners and t-shirts. Oversaw the creation of the website and mobile application.

Projects

- **System of Census - An Intervention**   *Jul 2019 - Ongoing*
  Professor Pratul Chandra Kalita
  Design Aid for Enumerator of Census of India, 2021

- **Activity Feed for OneDrive Consumer Web**   *May 2019 - July 2019*
  Studio 91, Microsoft R&D (India) Pvt. Ltd., Hyderabad
  Reimagining the image previewing experience in OneDrive to bring more engagements and better collaboration

- **Aiding Elderly Baggage Experience**   *Jan 2019 - May 2019*
  Assistant Professor Supradip Das
  Enhancing the baggage claiming experience for elderly users inside the airport

- **Flight App Extension**   *Jan 2018 - Apr 2015*
  Assistant Professor Dr. Debayan Dhar
  Studying the current flight booking scenario and devising solutions to enhance the user experience

Skills

- **Software :** Sketch, Adobe Creative Suite (Illustrator, Photoshop, After Effects, Premier Pro, XD), Cinema 4D, Keynote
- **Design Skills :** AEIOU Analysis, Cognitive Walkthrough, Concept Generation, Contextual Inquiry, Data Visualization, Empathy Mapping, Information Architecture, Mind Mapping, Mood Boarding, Prototyping, Storyboarding, Wireframing, User Research/User Study
- **Miscellaneous :** Android Studio*, MS Office

  * Elementary proficiency

Key courses taken

- Consumer Behavior
- User Research Methods
- Interaction Design
- Visual Communication and Typography
- Cognitive Ergonomics
- Usability Engineering*
- Systems Approach to Design
- Tangible Interfaces

* To be completed in Nov 2016

Positions of Responsibility

- **Video & Animation Head, Alcheringa - The Annual Cultural Festival**   *Mar 2018 - Feb 2019*
  Led a team of 12 Executives and 15 Volunteers to create video and animation content for Alcheringa 2019. Worked on the ideation and conceptualization of the theme for the festival. Video and animation workshops were conducted.

Achievements

- **Nihilanth 2018 :** Represented the college at the Annual Inter IIT-IIM Quiz Competition 'Nihilanth' held at IIM Ahmedabad
- **Ozchi Student Design Challenge (SDC) 2018 :** Successfully completed the 24 hour design challenge