

# Aakash Deep Shrivastava

User Experience Designer

Contact

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## SUMMARY

A young and aspiring Designer from Pune, India. Graduating in May, 2016.

Specializes in Strategic Thinking, User Experience & Visual Design. Wishes to combine love for design and technology to make amazing products.

Area of interests are - Product R&D, Human Computer Interaction and Service Design.

## Projects

- Oct 2015 • **Imitation based interactions as a model for programming (WIP Research)**  
Sept 2015 - Now  
This is an experimental WIP where I'm designing and prototyping new interactions to program an arduino. The computer here acts like a motivated child who quickly learns and imitates your moves back and forth as you move forward. This project is an extension of my other project 'Prodest'.
- Mar 2015 • **Trend Study - Evolution of Learning**  
March 2015 (Duration - 1 Months)  
A deep Mega Trend study on the evolution of the learning experience. We traced how learning has changed over time by tracing it's origin from early communications made through cave paintings to various elearning trends today. We studied various artifacts used for learning and various socio-cultural and economic trends that influenced these learning methods.
- Jan 2015 • **Prodest**  
Jan 2015 (Duration - 1 Months)  
Prodest is a visual programming platform that aims to let anyone and everyone program an Arduino without having to write any code.
- Deep study of what programming is and what is it's underlying meaning.
  - Multiple iterations for different visual methods to program.
  - Interaction wireframes.
  - High feidality mockup of th UI.
- Oct 2014 • **VitalAware**  
Sept 2014 - Oct 2014 (Duration - 2 Months)  
A Wearable Device for people with Chronic Diseases that sends alerts to the patient's caretakers in case of any emergency.
- Interviewed Cancer Patients and their family about day to day challenges that they face.
  - Formulated a Problem Statement.
  - Created Personas and went for Contextual Inquiry to various hospitals.
  - Proposed various ideas to solve the problem.
  - Finalized the idea of using a Smartband.
  - Discussed the feasibility of the product in the market with StartUp Village, Kochi.
  - Created wireframes for the mobile application.
  - Researched on Ideal user interfaces for smartbands.
  - Created final Interfaces for the Smartband and the mobile application.

## SKILLS AND EXPERTISE



Interaction  
Design



Information  
Archtechture



Contextual  
Inquiry



Wireframing



User  
Testing



Design  
Research

## WORK EXPERIENCE

- May 2015 • **UX Design Intern**  
Design For Use, Gurgaon  
May 2015 - (Duration - 2 Months)
- Designed a MVP for a new product in the Travel domain.
  - Created task flows, wireframes, visual design and a high-fidelity prototype.
  - Worked on other ongoing projects for major clients as well.

## EDUCATION

- School  
State Board  
2012
- Symbiosis Institute of Design  
B. Des. - User Experience Design  
2012 - Present

## THINGS THAT I LOVE



Movies



TV Shows



Metal  
Music



Vector  
Graphics



Traveling

## CO-CURRICULAR ACTIVITIES

- Oct 2014 • **The Bridge Workshop @ Startup Village, Kochi**  
Travel Head & Social Media Head
- Jan 2015 • **MIT Media Labs - Design Innovation Workshop**  
Participant
- Aug 2015 • **Anubhav - UX Conference @ SID**  
Technicals Head