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Profile

Presently pursuing architecture at IIT Roorkee, I work as a product designer in the official technical group of campus, IMG (Information Management Group). I have previously interned at Cleartrip Bangalore as a product designer, under the mentorship of Mr. Sunit Singh and Mr. Kedar Nimkar.

Experience

Lead Product Designer Intern, ORO Wealth: Mumbai – Nov 2016- Dec 2016
Created the brand-identity as well the website for the budding start-up based out in Mumbai.

Product Designer Intern, Choppiest, Gurgaon (Virtual) – Nov 2016- Dec 2016
Currently working for developing the mobile app for the budding start-up.

Product Designer Intern, Cleartrip: Bangalore – May 2016- Jul 2016
Cutting-edge performance-driven digital ideas & design - a fresh creative approach from drawing board to Online with usability & user experience approach. Emphasis on the E-mailers with IT business team support: Wireframes, Visual design,UI design

Project Leader, Information Management Group; IIT Roorkee – Jan 2015-Present
As a part of the official technical group of institute, I am primarily a product designer to overlook the functioning of main website of institute and the intra-net portal services. Currently heading two projects, I have already successfully launched three intra-campus apps.

Joint Secretary, Music Section: IIT Roorkee – Jul 2015-April 2016
Organising shows for the audience of institute, with emphasis on management and recruitment processes. Moreover, "Friends of Section" was introduced for the students who were music enthusiasts, and not part of the group; which received great response.

Editorial Board, Watch Out! News Agency; IIT Roorkee – Jul 2014-Present
As a part of the official magazine group, duties entail penning down critical on-campus as well as off-campus pressing issues.

Member, Swimming Contingent of Institute – 51st Inter IIT
Primarily a free-style swimmer, I participated in the 51st Inter IIT Aquatic Meet held at IIT Kanpur

Member, Alumni Relations Cell – Jul 2015-April 2016

As a team member, my duties entailed various aspect of improvising the alumni-student relations by facilitating webinars, jubilees and interactive sessions.

School Captain; Maharani Gayatri Devi Girls' School, Jaipur

Organised nearly fifty-two inter-school, and multiple international events of Round Square, MUN, IPSCs. Brought the best-house trophy of the year in the field of cultural, sports and technology.

Projects

Mailers; Cleartrip, Bangalore – May 2016-Jul 2016

A fresh creative approach from drawing board to Online with usability & user experience approach, re-designed and coded the mail template for cleartrip.

Chatbot, Cleartrip Bangalore – May 2016-Jul 2016

Developed the concept for chat-bot and did user experience related research to understand the market feasibility of the product.

Yaadein, IMG – Jan 2016-April 2016

An intra-campus app, developed by the official technical group of campus IMG specifically made for students bidding adieu to campus who are handed over a personalised scrapbook and a yearbook as well.

Electorate, IMG – Jul 2016-August 2016

The app, "Electorate" developed by the official technical group of college IMG (Information Management Group) primarily aims to induce transparency in the system. Manifestos shall be uploaded by the candidates, which will be followed by a question-answer session.

IMG Website Redesign –Aug 2016- Present

Re-designing of the main website of the technical group of campus, IMG (Information Management Group)

ORO Wealth Website- Dec 2016- Present

An example based learning approach, I redesigned the website of the budding start-up alongside with branding. Worked end to end with the team to bring about a market oriented product.

Education

Indian Institute of Technology; Roorkee, Uttarakhand – Architecture & Planning, 2019

Skills

Interactive Design, Typography, Human Centric Design; HTML/CSS, Javascript, AngularJS, Python, PHP, Photoshop, Illustrator, SketchApp, InVision, Balsamic, Marvel, FramerJS

Courses

Human-Computer Interaction

(Interaction Design Foundation)

Feb'17-ongoing

- Definitions of human-computer interaction
- The design process involved in interaction design, navigation design and screen design
- Cognition and perception, encompassing attention, memory, thought and the role of the 'senses' in HCI
- Emotion and why it is so important to user experience
- Implementation of windowing systems, applications, architectures and frameworks
- How to evaluate user experience using numbers and statistics

Gestalt Psychology and Web Design

(Interaction Design Foundation)

Feb'17-ongoing

- Understand how the Gestalt laws influence User Experience
- Be able to adopt a Gestalt-driven approach to product and web design
- Be able to analyse existing product and web designs according to the Gestalt principles of perceptual organisation
- design products and websites that support the quirks, biases and defining features of visual perception
- Be equipped with the knowledge necessary to design displays that support visual perception
- improve the user experience associated with your websites
- Have a deep understanding of human visual perception
- Appreciate how the human mind influences what we see and when
- understanding of the Gestalt view of visual perception and the principles of perceptual organisation

Psychology of Interaction Design

(Interaction Design Foundation)

March'17-ongoing

- Skill acquisition and how practice really does make perfect
- The difference between controlled and automatic processing
- Haptics and the psychology of touch
- The difference between a user interface and a tangible user interface
- The pros and cons associated with using physical controls Vs. touchscreen displays
- How and when to use images
- How and when to use text
- Some of the most well-known examples of disastrous design
- The effect of aesthetics on user behaviour
- The Gestalt principles of perceptual organisation