

PROJECTS | UX & Front-End



Podcastify It! TTS WebApp^[1] | Design Journey^[2] | Jun 2020

Turns any written content into Podcast-like experience. Complete product development with end to end UX/UI Design, Graphic Design and Front-End Coding.



HCI: Where Modern UX Fails | LinkedIn^[3] | Jun 2020

Outcome was an article outlining user research carried out while designing an internal application for users with minimal digital background.



UX/UI Audit of NITK IRIS^[4] | Feb 2020

Carried out usability audit of specific modules. Recommended best industry practices for mobile and desktop.

PROJECTS | Others



Deploying Containers with Ansible on AWS | Github^[5] | Feb 2020

Used Docker and AWS to serve a static page. Server deployment done with Ansible Script.



Analysis Techniques with Maps: Technical Paper Presentation | Dec 2019

Paper presented at Urjalekh Platform of HPCL Yuvantage 4.0, Marketing & Sales Category. Well received.



License Plate Recognition with OpenCV & AWS | Github^[6] | Nov 2019

Powerful tool to recognise license plates as text data for customer/sales analytics. Implemented to be particularly used in Retail Fuel Stations, where knowledge on customer base is minimum.



Visual Programming Language with Automate^[7] | 2016-Present

Built & Published customized flows to automate routine tasks on an Android Phone

SKILLS



Web: UX, User Research, HTML, CSS, Bootstrap, JavaScript, UI, AdobeXD, Wireframing & Prototyping, Responsive Design



IT & DevOps: C++, OpenCV, Documentation, Markdown, Content Creation, AWS, Ansible & Docker Basics, Linux & Windows OS, Cyber Security, VirtualBox, Raspberry Pi, ERP JDE

Core & Soft Skills: Retail, B2B, Dispersed Team Work, Network Planning, Dealer Management, Trainer, Advanced Excel & Word, Product Design, Modeling, CATIA, ANSYS, AutoCAD, CAE

EDUCATION



B. Tech | National Institute of Technology Karnataka, Surathkal (NITK)

Mechanical Engineering | 9.36 CGPA | 2014 - 2018

Class 12 | 97.50% | 2014

Class 10 | 97.12% | 2012



Responsive Web Design: HTML, CSS & Bootstrap^[8] | Udemy | Apr 2020
JavaScript^[9] | Udemy & MDN | May 2020
AWS Cloud Practitioner Essentials^[10] | AWS Training | Nov 2019

EXPERIENCE



Retail: Network Planner and Area Sales Manager **Hindustan Petroleum Corporation Limited (A Govt of India Enterprise)**

July 2018 - Present, 2 years

- Business head for sales volume >10,000 kL fuel per month across two districts-Udupi and Chikmagalur spread over 11,000 sq km, handling 50+ dealerships
 - Introduced a new approach: "Analysis with Maps". See Projects above.
 - Used radically different and engaging approach, in training of petrol station personnel
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INTERNSHIPS



Summer Intern | PepsiCo | Punjab

May 2017 - July 2017, 2 months

Manufacturing process and cost optimisation of services at Channo Snacks Plant



Research Intern | Indian Institute of Science | Bengaluru

May 2016 - July 2016, 2 months

FEM Mesh Relaxation Algorithm in C++: Prof Ramsharan, Dept of Mechanical Engineering

WORKSHOPS, AWARDS & HOBBIES

- **Fine Arts** | National Level Painting Competitions
- **askubuntu.com**^[11] | Community Volunteer, Ubuntu Linux Support Forum
- **Ethical Hacking** | Workshop at Engineer, NITK Technical Fest | 2015
- **Best Outgoing Student, Cultural Champion** | Class 10
- **Kannada Language Editorial Board** | Shoreline College Magazine | 2018
- **NITK Placement Gyan 2018** | Documentation | 2017-2018
- Logo Designing, Badminton

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Last Updated 31 Jul 2020

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[yakshag.github.io](https://github.com/yakshag)



github.com/yakshaG