

# Yash Soni

[www.yashsoni.com](http://www.yashsoni.com)

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## Education

B.Tech. - Information &  
Communication Technology  
DA-IICT, India  
2008 - 2012 • CGPA (7.34/10)

## Coursework

Algorithms  
Data Structures  
Cryptography  
Semantic Web  
Advanced Animation  
Game Design  
Probability & Statistics

## Programming Skills

C | C++ | C#  
Java | SQL | ASP .NET  
Javascript | HTML5 | CSS3

## Design Skills

Graphic & Print Design  
Web Designing | Video Editing  
2D-3D Animation | Visualization  
Corporate Branding

## Software

Photoshop | Flash  
Illustrator | Unity 3D  
3ds Max | IntelliJ Idea  
Visual Studio | MATLAB

## Operating System

Windows 8,7,Vista  
Mac OSX 10.8  
Fedora 10

## Interests

Digital Painting  
Calligraphy  
Table Tennis  
Graphic Designing

## Experience

Product Engineer - User Interface

Sprinklr • Gurgaon, India

Nov '12 - current

independently developed web based drag-n-drop flowcharting interface using HTML5, Backbone.js and jsPlumb in MVC framework • playing a key role in interface design and development for big clients in a fast paced environment

Business and Technology Analyst

Deloitte US-India • Hyderabad, India

July '12 - Oct '12

designed and developed a software to automate the creation of XML files needed for ETL  
• reduced rule creation time by 80%

Research Scholar / UI developer

Human Development Lab • CMU, Pittsburgh

May '11 - August '11

(Internship)

kinesthetic learning - developed motion sensing games to gamify Textbook content  
• mentored students and prepared software boot-camps to help new mentees

User Experience Researcher

USID Gurukul, IIT Kanpur • Kanpur, India

June '10 - July '10

(Internship)

evaluated prototype using think-aloud studies • conducted contextual user interviews  
• was one of the 48 students selected from all over India

## Past Projects

Kinectotherapy

[www.yashsoni.com/portfolio](http://www.yashsoni.com/portfolio)

[www.kinectotherapy.in](http://www.kinectotherapy.in)

rehabilitation system to aid patients with motor disorders using motion sensing exercise routines • wide media coverage in News Papers, Journals and TV • won 2nd prize in Microsoft Imagine Cup India

MILLEE

[www.millee.org](http://www.millee.org)

head UI designer • helped completing an academic year long pilot in Hyderabad to evaluate the integration of mobile phone games that teach English skills into the school curriculum • completed CITI training for Social & Behavioral Research

Playpower

8-bit educational games

[www.playpower.org](http://www.playpower.org)

AlgoRythmus

online learning environment

[www.algoRythm.us](http://www.algoRythm.us)

Semantic Web

implemented RDF data stores based on partitioning techniques

Space Recyclers

3D game using Panda3D game engine

PC Remote

controlling computer using a TV remote

Freelancing

logo, posters, business card, corporate Identity

## Awards and Leadership

Microsoft Imagine Cup India - Software design - Runners Up (2012)

One among the 48 students selected from all over India for USID Gurukul

10/100 Entrepreneurship challenge - Winner (2009)

Teaching Assistant for Study hours (Winter Semester) in DAICT (2012)

Mentored students under ROWDI, a research project based at CMU, USA (2011)

Head Web & Graphics designer of Synapse, annual festival of DAICT (2009 )

## Publication

"Play Exemplars from Playpower.org", Derek Lomas, Kishan Patel, Dheeraj Medikonda, Yash Soni, Dixie Ching at International Academic Conference on Meaningful play, October 21-23, 2010, Michigan State University, Michigan.