

### Educational Qualifications:

**Bachelor of Design, IIT Guwahati:**  
Cumulative Performance Index: 8.40/10  
**12<sup>th</sup> Class (AP-BIE):** 97.70%  
**10<sup>th</sup> Class (ICSE):** 91.14%

### Areas of Interests:

User Experience & Visual Design, Human Computer Interaction and Usability Engineering

### Publications:

“**Learning Aid for Autistic Children: Development of an Interactive Toy**”, accepted in Symposium of Human Computer Interaction Design in Virtual Environments (March 16-18, 2012), held at IIT Guwahati.

### Industrial Experiences:

**Senior User Experience Designer: MindTickle Interactive Media Pvt. Ltd.** (Jan’15 – Present)

**Project Domain:** Sales Enablement and Readiness Platform

**Brief:** Worked on important product features like Quizzes, Discussions, Leaderboards, Search, Email Notifications and Missions. Responsible for Mobile application design and management. Worked closely with the Customer Success in designing the product and the Marketing Team in branding, positioning and pricing strategies.

**User Experience Designer: JDA Software Pvt. Ltd.** (July’13 – Jan’15)

**Project Domain:** Supply Chain Management Software

**Brief:** Single point of contact for the UX of multiple products in Assortment, Warehouse Management, Mobility related projects. Was involved in designing the persona based UX guidelines for 130+ JDA applications to be migrated to a single Web UI.

**Advisor, User Experience: SankalpTaru Foundation** (March’12 – June’13)

**Project Domain:** Social/Environment

**Brief:** Designed a web portal for SankalpTaru, a **Tree Plantation and Rural Livelihood Support Program**. The portal allows people to plant virtual trees online through its gamified-interface, tag wishes to the saplings, share it with friends and see them grow and flourish on ground through GPS and Social Technologies. Also involved in other User Experience Initiatives such as design of Android application, Brand Mascot and maintaining online presence.

**Usability Engineer: RISE-INSO, Technische Universität Wien (TUWien), Austria** (May’12 - July’12)

**Supervisor:** Univ. Prof. DI Dr. Techn. Thomas Grechenig, Head of Research Group INSO

**Project Domain:** Mobile/Tablet Application Design

**Brief:** Involved in two projects namely, **Vienna Airport Information System** and **Mobile Railway ticketing app**, and dealt with bench-marking, wire-framing, interaction concepts, high fidelity mockups and usability review.

**Industrial intern position: IBEE Solutions** (May’11 - July’11)

**Project Mentors:** Mr. Betrand Yella, Mr. Tanay Sai, Mr. B Srinivas

**Project Domain:** Web and UI/UX Design

**Brief:** Involved in designing the websites for Geek Technologies, Bathija Trends, Syscent Consultancy Services, Rabico Inc. and Skanda Force. Also designed the GUI for two Web-Mobile Applications - **Shared Contacts Hive**, a contact sharing application and **MalBee**, a malware testing application.

**Winner, Hyderabad Urban Hackathon, XI Metropolis World Congress:** (Sept’14 - Oct’14)

**Organizer:** Govt. of Telangana, GHMC and ISB

**Competition:** Developing applications for Smart Governance

**Brief:** Designed and prototyped an application called **Aasha**, a central pedophile registry integrated with **Aadhaar** for eradicating child sexual abuse at schools and educational institutions.

## Winner, Samsung 'Splash India on TV' Design Challenge:

(Sept'11 - Oct'11)

**Organizer:** Samsung India Software Center

**Competition:** Samsung Smart TV Applications for Indian Context

**Brief:** Two applications, **Hackando** and **Chessdom**, designed by our team got selected amongst the top 20 apps throughout India, and won prizes. Involved in the ideation, and have designed the User Interface for both the apps.

## Freelance Projects:

**Web Application Design:** (a) **Alcheringa'12**, the Cultural Festival of IIT Guwahati. (b) **Blue-Chips**, an online game of Virtual Stock Market. (c) **Lensbuy.in**, an online store for eye-wear. (d) **PFAM-XXI Portal**, for 21st International Symposium on Processing and Fabrication of Advanced Materials.

**Mobile Application Design:** (a) **CampusConnect**, a contact sharing app for students in a closed campus. (b) **ConnectMe**, an event networking application.

## Research Projects:

### Learning Aid for Autistic Children

(Aug'11 – April'12)

**Supervisor:** Prof. (Dr.) Pradeep Yammiyavar, Department of Design, IIT Guwahati

**Keywords:** Autism, Assistive Technologies, Cognitive Disability

**Brief:** The aim of the project was to develop new learning aids for Autistic children, who lack the skills of Social Interaction, Communication, Facial Expressions and Fine Motor movements.

### Virtual Presence Indication

(Aug'12 – Feb'13)

**Supervisor:** Assoc. Prof. Jennifer Mankoff, HCI Institute, Carnegie Mellon University, USA

**Keywords:** Virtual Presence, Formal/ Informal Collaboration, Ambient Displays

**Brief:** Exploration of Virtual Presence Indication as a means of **Mutual Presence Enabling System** for the Elderly, who are Geographically separated from their children.

### Viral Marketing – Bachelor's Thesis Project

(Aug'12 – Apr'13)

**Supervisor:** Asst. Prof. (Dr.) Sougata Karmakar, Department of Design, IIT Guwahati

**Keywords:** Viral Marketing, Word-of-Mouth, Psychology of Sharing

**Brief:** An experimental investigation of the factors affecting the virality of Online Content through Social networks, by using a multi-stage decision-making model.

## Skills:

**Design:** Usability Review, Heuristic Evaluation, Story Boarding, Sketching, Persona Creation, Contextual Inquiry, Think Aloud Protocol, Wireframes, High and Low fidelity Prototyping, Visual Design

**Software:** Adobe Photoshop, Adobe Illustrator, Adobe Flash, Adobe Dreamweaver, Adobe Aftereffects, Adobe Premiere Pro, Autodesk 3ds Max, Solid Edge

**Scripting/Programming:** HTML, CSS, Action Script 3.0, JavaScript; C, C++, JAVA (basics)

## Positions of Responsibility:

- Web Operations Head of **Alcheringa'12**, the annual Cultural Festival of IIT Guwahati.
- Team Representative, in all India **Samsung 'Splash India on TV'** Design Challenge.
- Organizer of '**Blue-Chips**' event in Techniche'11, the annual Technical Festival of IIT Guwahati.
- Chief Designer for '**Sync**', a MESA Magazine and '**Inphase**', an ECE Magazine, for the year 2010-11.

## Activities and Achievements:

- Represented IIT Guwahati in two dramatics events in **Rendezvous'09**, the Cultural Festival of IIT Delhi.
- Directed English short film named '**Is that it!**' and received accolades of many.
- Have been awarded **Pratibha merit scholarship** from Government of AP for performance in XII Class.
- Secured 2<sup>nd</sup> position in **Theatrix** event in Alcheringa'10.
- Won 1<sup>st</sup> prize in **Mazak** - Spoof Event and 2<sup>nd</sup> prize in **Rangmanch** - Drama Event in Manthan'12.
- Won 2<sup>nd</sup> prize in both **Rangmanch** - Drama Event and Book Cover Design Competition in Manthan'10.
- Won 2<sup>nd</sup> prize in **Wall Painting** Competition in Manthan'09.

## Other interests:

Fine arts, Music, Dance, Dramatics, Violin, Photography and Film-making.

## Languages:

English, Hindi, Telugu and Bengali