



Priyal Shrivastava

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B.Des

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Education

Year	Degree / Certificate	Institute / Board	CGPA/Percentage
2017 - Present	B.Des	Indian Institute of Technology, Guwahati	8.89 (Current)
2016	Senior secondary	CBSE board	92.6%
2014	Secondary	CBSE board	8.69

Experience

- User Research Intern at 'Meesho'** *May 2020 - July 2020*
 - Assisted remote user interviews in semi-urban and rural areas for a product with 10M+ downloads.
 - Carried out independent research on the effects of language and socio-cultural factors in user research and designing for the next billion users
 - Created reports for the other teams to deliver insights.
- Design & Research Intern at 'PBL-SA'** *July 2020 - Ongoing*
Erasmus + funded, 'Strengthening Problem-based learning in South Asian University (PBL -SA)' coordinated by Aalto Global Impact, Finland, and guided by Dr Shakuntala Acharya, Asst Prof. IITG and Research Associate, IISc *aaltoglobalimpact.org/pbl-south-asia*
- Founding Product Designer at 'MadAhead'** *April 2020 - Ongoing*
- Worked on product strategy, conceptualisation and interface *madahead.com*
- Conducted concept & usability testing
- Lead a design team of graphic designers and content writers
- UX Intern at 'Zomato'** *December 2018*
 - Worked on gamification of the application to increase user participation.
 - Assisted in the creation of the in house style guide app.
- Graphic and Creative Design Editor at 'Footloose'** *Oct 2018 - January 2020*
 - Created the design language and layouts for a biannual travel magazine with 1200+ readers

Projects

- MadAhead | Storywriting app** *April 2020 - September 2020*
Alt view Technologies
A realtime collaborative story-writing game to promote group creative activities and create social entertainment.
- Approach to vernacular languages for digital product** *June 2020 - July 2020*
Mr. Achyutha Sharma, Head of user research, Meesho
A research project on the approach to vernacularisation of digital platforms for the Next Billion Users
- BoldBand | Designing for autism meltdowns** *Jan 2016 - Mar 2016*
Self Guided Project
Designing a multisensory ecosystem of smart bands/ watch, headphones and smartphones for people on the autism spectrum to help deal with meltdowns.
- Notation system for vocalists** *January 2019 - May 2019*
Dr. Udaya Kumar, HOD, Dept of design, IIT Guwahati
A notation system to simplify the process of learning and performing a song for untrained singers.

Skills

- Software skills:**
 - UI Design: (Sketch, Figma, XD, Webflow)

Prototyping tools: (Principle, Marvel)
Visual Design: (Illustrator, Photoshop, Indesign)
3D modelling*: (Solidworks, Autodesk Fusion 360)
XR: (Unity*, Aero)

- **Design Skills:** Qualitative & Quantitative Research, Contextual Inquiry, Competitive Analysis, Visual Narration, Creative Writing, Critical analysis, Heuristic Evaluation, 7C evaluation, Cognitive Walkthrough, Affinity mapping

** Elementary proficiency*

Positions of Responsibility

- **Pro-nites head, Alcheringa 2020,** (The annual cultural fest of IIT Guwahati)
 - **DUPC Representative:** Design Department 2019-20
 - **Class Representative:** Design Department 2017-18
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Achievements

- **Rebranding Competition, Inter IIT:** Secured 3rd position in the Inter-IIT Cultural Meet 2018.
 - **Undergraduate Common Entrance Examination for Design 2017:** Secured AIR 29
 - **National level - Sanskrit Singing:** Secured 1st position in a national level competition, BVP.
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Key courses taken

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|--|---|
| • User Research | • Cultural Studies |
| • Design Evaluation methods | • Tangible Interfaces |
| • Consumer Behaviour | • Interaction Design |
| • Usability Engineering* | • Design thinking for business strategy and entrepreneurship (The University of Sydney Business School)** |
| • Systems Approach to Design | • Introduction to XR: AR, VR & MR foundations (Unity)** |
| • Design Thinking for the Greater Good: Innovation in the Social Sector (University of Virginia Darden School of Business)** | |

** To be completed in Nov 2016*

*** Through Coursera*

Extracurriculars

- **Parichay with Priyal, Radio G:** Radio jockey and host for a campus radio show
- **Inter-IIT Cultural Meet (2017, 2018):** Participated in the fine arts and music modules.
- **Alwaan, the design exhibition (2017, 2018):** Overall coordinator of the organising team
- **Octaves, the music society of IITG:** Performed in over 5 live concerts as a vocalist
- **Organiser, Technique Creatives'18:** Made life size installations for beautification of campus