



# Aastha Bhat

Roll Number : 204205030

Masters of Design

Indian Institute of Technology Guwahati

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## Education

Degree/Certificate	Institute/Board	CGPA/Percentage	Year
M.Des	Indian Institute of Technology, Guwahati	8.72	2020-Present
B.Tech (CSE)	Jaypee Institute of Information Technology, Noida	7.5	2016-2020
Senior secondary	CBSE Board	92.8%	2016
Secondary	CBSE Board	10.00	2014

## Experience

- **Design Lead, Antaaya 2021** *June 2021 - present*  
*2nd Design Education Symposium, DoD, IIT Guwahati*
  - Responsible for overall supervision and coordination of the Design Team.
  - Worked towards designing and delivering Branding and UX collaterals for the event.
- **UI/UX Intern, Asht Capital** *June 2021*  
Managed the entire creative process of research, user flows, ideation, wireframing & designing the user interfaces along with brand identity generation for PensionBox
- **Core Team Member, Creatives, Ishanya 2021** *Dec 2020 - May 2021*  
*Annual Festival of Design, Art and Technology, DoD, IIT Guwahati*  
Responsible for designing the web experience for the virtual 2021 edition of the fest.

## Projects

- **Improving Online Learning for School Children** *August 2021*  
*Dr Debayan Dhar, Asst. Professor, DoD, IIT Guwahati*  
Carried out user research and created empathy maps & user journey maps to get an in-depth understanding of the problems faced by the school children during online classes.
- **PensionBox Branding & UI** *June 2021*  
Crafted the Brand Identity of Pension Box clearly articulating the mission, values and the visual elements of the brand. Designed the web & mobile user interfaces for pre-launch website and user account setup for the web app.
- **Ishanya'21 Website** *Dec 2020 - May 2021*  
Designed a comprehensive website for the annual design festival of IIT Guwahati to help attendees keep track of events and schedules. The goal was to produce something unique with a visual style that complemented the festival's speculative design theme, while working within development constraints.
- **Reviving Sharda** *Jan 2021 - Apr 2021*  
*Dr D. Udaya Kumar, Asst. Professor, DoD, IIT Guwahati*  
Designed a learning module to spread awareness about the native script of Kashmir - Sharada. Through this learning module, people can easily access and learn the script at their own pace.
- **Kitchen Buddy - Mobile App** *June 2019 - Sep 2019*  
*Self Guided Project*  
A platform to manage home kitchen related tasks in a hassle free way like creating menus and shopping lists, exploring recipes and blogs, managing the kitchen inventory and setting reminders.

## Positions of Responsibility

- **Design Lead**, Antaaya 2021 - Design education Symposium
- **Core team member**, Creatives, Ishanya 2021
- **Head of Digital**, Cybersrishti - Technical Festival of IIIT, 2019

*Dec 2020 - May 2021*

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## Key Courses Taken

- Visual Design: Principles and Applications
- Design Methods
- Form Studies
- Usability Engineering \*
- Creativity & Innovation \*
- Interaction Design
- Graphic Design
- Ergonomics
- Service Design \*

*\* Ongoing*

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## Technical Skills

- **Software Skills** - Adobe CC (Photoshop, Illustrator, XD), Procreate, Figma, Spark AR\*
- **Design Skills** - User research / User study, Literature Study, Persona creation, Branding & Identity, Illustration, Brainstorming, Ideation, Low / High fidelity Wire-framing, User Interface Prototyping, Visual Communication, User Interface Design
- **Miscellaneous** - HTML, CSS\*, C++ / Python(Programming Language), MySQL, MS Office.  
*\* Elementary proficiency*

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## Achievements

- **CEED 2020 (Common Entrance Examination for Design)**  
Secured All India Rank 16 among 5,000+ candidates appearing for the test.

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## Extracurriculars

- **Design System for User Interfaces Workshop by AppDynamics** *May 2021*  
Attended a 2-day workshop on design systems held by AppDynamics and Ishanya.
- **Member of Interaction Design Foundation**