G Gurunath Reddy

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Masters in 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	9.24 / 10	2020 - Present
B.Tech (Civil Engg.)	VNIT - Nagpur	7.55 / 10	2013 - 2017
Senior secondary	AP - BIE	95.8%	2011 - 2013
Secondary	AP - SSC	92.5%	2011

Experience

- **UI & UX Design Intern at First Show Online, Hyderabad**   *Oct 2019 - May 2020*
  Worked alongside Interaction Designers & Visual Designers to gain experience and knowledge in Digital Product Design. Coordinated and conducted User research & assisted in creating UX strategies in various client projects. Learned about prototyping and testing in collaboration with the developers.

- **Senior QA & QC Engineer at Larsen & Toubro Ltd.**   *Jul 2017 - Aug 2019*
  Executed the role of Quality Assurance & Quality Control engineer at a National Highway project in Kanyakumari, TN. Took up the opportunity to understand and experiment with materials and thereby worked on achieving economic concrete design.

Projects

- **Remedo Doctor App**   *Dec 2019 - Feb 2020*
  Client Project, Guided by Snigdha Nanduri, Co-Founder - Design Camp
  Redesign of Mobile application to enhance doctors practice and their engagement with patients.

  - Helped establish UX strategy based on market research and conducted user research and usability testing. Affinitized the research data to identify and develop user journeys and taskflows. Created low & high fidelity interfaces and interactive prototypes to facilitate a smooth design handoff.

- **Doubtnut Mobile App**   *Mar 2020 - May 2020*
  Client Project, Guided by Snigdha Nanduri, Co-Founder - Design Camp
  Worked on developing various features of the application to improve the doubt solving experience of NEET & JEE aspirants.

- **Dailyhunt Live feature**   *May 2020*
  Client Project, Guided by Snigdha Nanduri, Co-Founder - Design Camp
  Conducted market research and built a custom live streaming feature for DailyHunt mobile application considering all possible user journeys.

- **Bridging the gap between the ends of Agri-food Supply Chain in India**   *Jan 2021 - May 2021*
  Semester Thesis Project, Guided by Keyur Sorathia, Associate Professor, IIT Guwahati

  - Identified a problem area and carried out research to study literature and attempts. Carried out Heuristic evaluation of an existing digital product and proposed a Redesign of the same. The project also involved a study of conceptual & mental models and usability testing. A conversation with the company had been initiated to develop & implement the proposed redesign.

- **Standalone Credit Card App for Bank of Baroda**   *Jul 2021*
  Freelance Project for Hyperface Technologies
  Worked with Hyperface to develop digital solutions driven by a reimagined concept of how the transactional credit can be offered to customers. As a part of this project, with the same approach we developed a standalone product for Credit Card users of Bank of Baroda.

Technical Skills

- **Digital Product Design:** Figma, Adobe XD, Sketch & Invision
- **Adobe Suite:** Photoshop, Illustrator, Premiere Pro & After Effects*
- **Others:** Blender*, MS Office.

  * Elementary proficiency

Key courses taken

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

  * To be completed in Nov 2021

Positions of Responsibility

- **Department Placement Coordinator:** Took up the role of handling and conducting the placements of final year students in Department of Design and the internships of pre-final year students - 2021.
- **Core Team Member:** Served as a Core Team Member in Team Marketing for Ishanya '21, the Annual Design Festival of IIT Guwahati, from Dec 2020 to May 2021.

Achievements

- **Anubhavam:** Completed my first piece of work as an author and self-published a collectable zine that speaks about the lifestyle, traditions and festivals of villagers in Telugu states and importantly about Agriculture. I sold around 110 copies within two months of release.   *Nov 2019*
- **Pavement Concrete Design:** Successfully completed a Design research experiment and eliminated a supplement use of Microfibres in concrete by conducting a real-time analysis of concrete behaviour at site conditions. Got approval for the concrete design proposed which helped us save a considerate amount of the entire project cost.   *Apr 2018*
- **Design Camp:** Participated & completed a workshop on Design Thinking. I had joined the workshop as a camper initially, later got an opportunity to be a part of the team in conducting the next two camps.
                    Sep 2019

Extracurriculars

- **Changemaker's Bootcamp:** Participated and pitched my changemaker idea at a Bootcamp organised by HP India and Indiefolionetwork in Sept 2019.
- **Photography:** Served as Member of the core team of Club Capture, the photography club of VNIT Nagpur (2015 - 2017).
- **Film Design**: Won the contest of videomaking at the Institute Gathering festival of VNIT Nagpur in 2017.