



Vidhi Bhati

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Bachelor of Design
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EDUCATION

Degree/Certificate	Institute/Board	CGPA/Percentage	Year
B.Des	Indian Institute of Technology, Guwahati	8.58 (Current)	2018 - Present
Senior secondary	CISCE board (ISC)	95.0%	2017
Secondary	CISCE board (ICSE)	97.0%	2015

EXPERIENCE

- Product Design Intern @AppDynamics(Cisco)** *May 2021- Jul 2021*
Worked on visualizing pods in a Kubernetes cluster while collaborating closely with the User Research and UI kit team.
- UX Design Intern @F1Studioz** *Jun 2020 - Aug 2020*
Worked on revamping a PPC Management tool, conducted an in-depth study of an education platform to suggest ways to improve it, created mobile versions of multiple modules of the Kotak Mahindra Bank website, and created a design system framework for an energy simulation software.
- UI/UX Designer @Flyzy (DPIIT recognized startup)** *Jan 2020 - Dec 2020*
Ideated on possible features of their app based on the research data provided, created high-fidelity prototypes, and helped the team with problem statements given by potential investors.

PROJECTS

- Visualization of pods in a Kubernetes cluster.** *May 2021 - Jul 2021*
Sidharth Pratheep, UX Designer, AppDynamics(Cisco)
Designed a component for the Kubernetes cluster level view that lets the users monitor the important metrics related to the pods and find any problematic set of pods by pattern analysis.
 - Identified key user personas and their needs.
 - Understood the domain by going through existing documentation.
 - Performed competitor analysis.
 - Created high-fidelity prototypes.
 - Worked with the user research team to conduct user testing sessions.
 - Iterated based on user testing results.
- Improving social connectedness for professionals working remotely.** *Jul 2021 - Ongoing*
Prof. Sharmistha Banerjee, Assistant Professor, Dept. of Design, IIT Guwahati
Working on building a platform that lets people working in a company communicate and build relations and improve their social capital.
- LXR Guide - PPC Management Tool Redesign** *Jun 2020*
Gaurav Gandhi, UX Lead, F1Studioz
Revamped the entire platform with an aim to increase the usage of the main feature which was seeing a decline in popularity. Suggested several approaches in the form of wireframes and delivered a high-fidelity prototype in the end.
- iPearl Heuristic Evaluation** *Jul 2020*
Priyanka Jain, UX Designer, F1Studioz
Identified issues in the interface and experience of the online education platform and suggested ways to improve those.

TECHNICAL SKILLS

- Design Skills:** User research/study, Journey mapping, Persona creation, mind mapping, Competitive analysis, Heuristic evaluation, Low/High Fidelity Wireframing, Information

architecture, Task Flow creation, Storyboarding, Illustration, Prototyping, Testing, 3D modeling.

- **Software Skills:** Figma, Sketch, Abstract, Adobe Suite (Illustrator, Photoshop, Experience Design, After Effects, Premiere Pro), InVision Studio, AutoCAD, Cinema4D, Keyshot.
- **Technical Skills :** HTML, CSS, Bootstrap Studio, C*, C++*, Java *.
- **Miscellaneous:** Scriptwriting, Directing*, Video editing.

** Elementary proficiency*

POSITIONS OF RESPONSIBILITY

- **Design Head, Coding Club 2020-2021, Technical Board, IIT Guwahati**
Managed a team of 4 designers and guided them with their individual UX projects and the club's media posts, while collaborating with the rest of the team.
- **Secretary, RadioG Club 2019-2020, Cultural Board, IIT Guwahati**
Managed a club of over 70 members, organized various events (like Mr. & Ms. Freshers, Open Mic, Public Speaking workshop, Manthan), trained students to anchor at various fests and events (like Alcheringa, Techniche, Udgam, etc.), produced content for the club's YouTube channel and led the club contingent at the Inter-IIT Cultural Meet 2019, IIT Bombay.
- **Core Team, Publication & Editorial Team, Ishanya 2019**
Worked as an editor of the book 'Era: Abhikalp' which marked the completion of 20 years of Department of Design, IIT Guwahati.

ACHIEVEMENTS

- **Inter-IIT Cultural Meet 2019:** 4th rank in Improv Comedy module.
- **Manthan 2019:** 1st position in 'Quite Sketchy', Content Creation module.
- **ICSE 2015 (Class X):** 1st rank in Gautam Buddh Nagar district (incl. Noida and Greater Noida).
- **National Interactive Maths Olympiad 2014:** AIR 213 out of 35,550 participating students.

EXTRACURRICULARS

- **Techniche 2019 Creatives Team:** Worked on posters and visual identity of 'Nexus' module.
- **OzCHI Student Design Challenge 2019:** Worked in a team of 5 to come up with a solution for the problem statement and relevant deliverables in 24 hours.
- **Abhilasha 2019:** Volunteer at the full-day design workshop for school children.
- **Technothon 2018:** City representative, Greater Noida.
- **Alwaan 2018 - The first-year design exhibition:** Member of the organizing team.
- Won several district-level art & craft-based competitions including clay modeling, wall magazine, pottery decoration, etc.

KEY COURSES TAKEN

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| • Design Analysis and Evaluation Methods | • Interaction Design |
| • User Research Methods | • Systems Approach to Design |
| • Physical and Cognitive Ergonomics | • Design Management* |
| • Introduction to Service Design* | • Design Research and Technical Writing * |

** To be completed in Nov 2021*