



Anant Ajaideep

Roll Number : 180205004

B.Des

Indian Institute of Technology Guwahati

+91-8126222108

anantajaideep274@gmail.com

ajaideep@iitg.ac.in

www.linkedin.com/in/anant-ajaideep24/

www.behance.net/anantajaideep

Education

Degree/Certificate	Institute/Board	CGPA/Percentage	Year
B.Des	Indian Institute of Technology, Guwahati	8.08(Current)	2018 - Present
Senior secondary	ISC board	76.2%	2017
Secondary	ICSE board	89.2%	2015

Experience

1. Design Intern at 'Newzera'

May 2021 - July 2021

- Newzera App: Worked on competitive analysis, user flows, wireframing, user interfaces and motion interactions for two sections of the application.
- Landing Website Interactions: Worked on integrating motion interactions and animations in the existing UI design of the website.
- Social media posts: Worked on various daily posters and animations.

2. Design Head at 'IITian Mentor'

May 2021 - Ongoing

- Created the brand identity after understanding the domain requirements.
- Working on the web application for the start up.

3. Product Design Intern at 'Government e-Marketplace'

Jan - April 2021

- lead a team of 6 UI designers.
- Redefined the Design language system of the current website.
- Worked on Redesigning Product Upload Panel.

4. Visual Designer at 'Alcheringa'

May 2020 - May 2021

- Worked on posters, banners, social media posts, themes, logos, videos & animations for the festival and its events & campaigns.

Projects

• An application to increase user's productivity & time management.

Ongoing

Dr. Pratul Chandra Kalita, Associate Professor, Dept. of Design, IIT Guwahati.

Working towards creating an application as my Bachelors Thesis Project which will assist user in utilizing his time efficiently and increase productivity.

• Owngreen - Urban gardening assistance application

Jan 2021 - May2021

Dr. Shakuntala Acharya, Dept. of Design, IIT Guwahati.

An app to help people get guidance and solutions to their problems that they face in urban gardening and create a community of urban gardeners and related people.

• Myfitnesspal App - Redesign

June 2020- Aug 2020

Self guided

Completely overhauled Under Armour's fitness app 'Myfitnesspal', did a detailed study to turn it into an app which stands as a strong competition to other brands and feels fresh in current market.

• MedCheck - Medical adherence system

Oct 2020

Self guided

MedCheck is a Medical Adherence system. It enables a doctor to closely monitor the patients and provide a better treatment by keeping a check on patient's meds, meals and keeping them in contact with the medical facility.

Skills

- **Design** : User research, Persona & scenario creation, Journey mapping, Empathy mapping, Brainstorming, Problem solving, Concept generation, Information architecture, Prototyping, Digital illustrations, Visual narration, low/high Fidelity wire framing, Story boarding, Animation
- **Software** : Adobe Creative Suite (Photoshop, Illustrator, After Effects, Premiere Pro, XD, Lightroom), Figma, Cinema 4D*, Blender*, Keyshot, Fusion 360
- **Miscellaneous** : Sketching, Art direction, Film making, SFX

** Elementary proficiency*

Position of Responsibility

- **Creatives Head, Alcheringa 2021 (the annual cultural fest of IIT Guwahati)** : Lead a team of 65+ executives & volunteers, the team worked towards branding the festival and its various events & campaigns. The deliverables included multiple promotional videos, posters, banners, social media posts, themes and logos for events and artists.
-

Achievements

- **Under Graduate Common Entrance Exam for Design 2018**: Secured All India Rank 37(OBC-NCL).
 - **Entrance for National Institute of Fashion Technology 2018**: Secured All India Rank 86 (Category Merit Rank).
-

Extracurriculars

- **Inter-IIT Tech Meet 2018**: Designed and developed a water saving device for regular households.
 - **Inter-IIT Cultural Meet 2018**: Participated in charcoal painting, canvas painting and costume design modules.
 - **Inter-IIT Cultural Meet 2019**: Participated in charcoal painting and costume design modules
 - **SAATHI Peer Mentorship 2019**: Mentored four freshers during their first year.
 - **Club member, Finesse**: Actively participated in the club activities.
 - **Appreciated by CM of Uttarakhand** at his residence over dinner for completion of a state level mountain biking event.
-

Key courses taken

- | | |
|-----------------------------|-------------------------|
| • Design Management | • Interaction Design |
| • Design Evaluation Methods | • User Research Methods |
| • Graphic Communication | • Product Detailing |
| • Animation Fundamentals | • Tangible Interfaces |
| • Typography & Grid Systems | • Cognitive Ergonomics |

** To be completed in Nov 2021*