



# Aditi Rath

Roll Number : 180205003

B.Des, Department of Design

Indian Institute of Technology Guwahati

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## Education

Degree/Certificate	Institute/Board	CGPA/Percentage	Year
B.Des	Indian Institute of Technology, Guwahati	8.97 (Current)	2018 - Present
Senior secondary	HSC (Maharashtra State Board)	89.23%	2018
Secondary	ICSE board	94.00%	2016

## Experience

- **UX Intern | Quicksand** May 2021 - Jul 2021
  - Worked on a comprehensive approach to increase the discoverability & usability of Promotions & Offers on an FMCG last-mile logistics mobile application, operating in 25,000+ stores in Indonesia & Philippines.
  - Responsibilities involved setting up an internal system for introducing new promotions, deriving actionable insights from user research, understanding business requirements, & pitching ideas to the business & tech teams.
- **Co-Founder, Designer | Threads to Tales** Jan 2021 (Ongoing)
  - Strategized, designed & co-founded (Jun 2021) a start-up based on circular fashion.
  - Key responsibilities include website creation & maintenance, branding, inventory creation, packaging, brand & marketing strategy experimentation, content creation, photography, managing finances & customer support.
  - Profits support the education of one underprivileged child at our partner NGO.
- **Interaction Designer | Parama Naturals** Jun 2019 - Aug 2019
  - Designed the cosmetic company's website to showcase & market their products.
  - Rapid iterations based on client feedback were involved.
- **Product Design Intern | Karan Desai Design Studio** Jun 2019 - Jul 2019
  - Worked on products made of concrete for the firm's latest 'Home' line-up, & designed packaging for the same.

## Projects

- **Connecting the Elderly and Smartphones** Aug 2021 - May 2022

*Asst. Prof. Sharmistha Banerjee, Dept. of Design, IIT Guwahati*

Ongoing Bachelor's Thesis Project aimed at investigating specific/unique digital product usage challenges w.r.t. senior citizens & smartphones in the urban Indian context. Upcoming work involves deriving insights, formulating solutions and/or conceptual frameworks to act as future guidelines.
- **Techniche Official Mobile Application** Sep 2020 - Dec 2020

*Leader, Team of 5*

Designed the official application for the 1 lakh+ attendees of Techniche, IIT Guwahati's techno-management festival. The project involved user research, crafting user personae, brainstorming, prioritizing features, wireframing, & developer handoff. The application is available on Play Store.
- **Up & Atom - Classroom Educational Kit** Aug 2020 - Oct 2020

*Asst. Prof. Swati Pal, IDC, IIT Bombay*

Designed a kit that facilitates game-based learning for 8th grade ICSE Physics in the classroom. An iterative process as per usability testing with target group & schoolteacher feedback was followed.

## Technical skills

- **Software Skills** : Figma, Adobe CC (Illustrator, Photoshop, XD, After Effects, Premier Pro), Procreate, Fusion 360, Keyshot, Octane Render
  - **Design & Research Skills** : User Research, Needs Analysis, Insight Generation, Prototyping, Wireframing, UX Writing, User Evaluation, Illustrating, Sketching, Storyboarding, Photography
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## Positions of Responsibility

- **Core Team, Creatives, Techniche, IIT Guwahati** *Oct 2018 - Oct 2020*  
(the Annual Techno-Management Festival of IIT Guwahati)
    - Part of 5-member core team leading team of 35.
    - On-ground 2019 Edition: Worked on social media creatives, designed the physical presence of the fest, created a visual identity for the corpo-technico conference 'Nexus'.
    - Online 2020 Edition: Created design language guidelines & full-length promotional videos. Led a team to create the official Techniche mobile application from scratch.
  - **Core Team, Events, Ishanya, Dept. of Design, IIT Guwahati** *Mar 2019 - Sep 2020*  
(the Annual Design Festival of IIT Guwahati)
    - Part of 5-member core team.
    - Key responsibilities included contacting speakers for delivering keynotes & lectures, organizing workshops & events, hosting & anchoring multiple interactive sessions.
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## Achievements

- **UCEED 2018 (Undergraduate Common Entrance Exam in Design)** : Secured All India Rank 20 amongst 11,500+ students.
  - **NATA 2018 (National Aptitude Test In Architecture)** : Secured All India Rank 314 amongst 40,000+ students.
  - **Ms. Fresher 2018, IIT Guwahati** : Second Runner-Up
  - **Spardha 2019 (Inter-Hostel Sports Meet, IITG)** : Secured 1st & 2nd place in two swimming events.
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## Extracurriculars

- **Tales Beyond the Tackboard - Podcast** : Part of a team producing podcast that discusses student life, culture & academics in design & architecture colleges across the country.
  - **Cadence - Dance Club, IIT Guwahati** : Performed in & organised several club events.
  - **Aquatics Club, IIT Guwahati** : Participated in the Inter-IIT Aquatics Meet in 2018.
  - **Executive, Events, Alcheringa (Oct 2018 - Sept 2019)** : Responsible for planning & executing events along with contacting artists to perform at the Annual Cultural Festival of IIT Guwahati.
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## Key courses taken

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| ◦ Interaction Design  | ◦ Design Analysis and Evaluation         |
| ◦ User Research Methods   | ◦ Systems Approach to Design             |
| ◦ An Introduction to Accessibility and Inclusive Design (The University of Illinois   Coursera) | ◦ Design and Entrepreneurship*           |
| ◦ Human Centered Design: Prototyping by Acumen Academy  | ◦ Design Research and Technical Writing* |
|   | ◦ Design Management*                     |
- \* To be completed in May 2022