Adithyanand M S

Roll Number: 180205002
Bachelor of Design (BDes)
Indian Institute of Technology Guwahati

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Education

Degree/Certificate	Institute/Board	CGPA/Percentage	Year
B.Des	Indian Institute of Technology, Guwahati	6.60 (Current)	2018 - Present
Senior Secondary	Government Of Kerala Educational Board	92.5%	2017
Secondary	CBSE Board	10.0	2015

Experience

- **UI/UX Design Intern: KULINA PRIVATE LIMITED** *Nov - Dec 2020*
  Worked on UX and UI design of smartphone-based application.
  (Cannot disclose the works due to the Non- Disclosure Agreement)

Projects

- **Effects - The Instagram Photo Editor (UI/UX)**
  Dr Manoj Majhi, Associate Professor, Dept. of Design, IIT Guwahati *Jan - April 2021*
  A Standalone Photo Editor for Instagram, focusing on the intuitive organisation of Instagram Effects (story filters) and introducing vital camera and photo editing features.

- **Food Delivery Search Engine/Comparison Application (UI/UX)**
  Dr Manoj Majhi, Associate Professor, Dept. of Design, IIT Guwahati *Ongoing*
  A food delivery comparison application that uses a metasearch engine to simultaneously compare prices, delivery timings and much more- from multiple apps, making ordering food online seem like a breeze.

- **Youtube Playback Settings - Redesign (UI/UX)**
  Self Guided *June 2021*
  Redesigned youtube playback settings improving the user experience and flows (focusing on micro-interactions).

- **Analysis of a College Gaming Ecosystem**
  Dr Shakuntala Acharya, Assistant Professor, Dept. of Design, IIT Guwahati *Aug - Nov 2020*
  Examining the interactions and experiences surrounding gaming in a college environment and systematically understanding the gaps and pain points involved around different personas and stakeholders partaking in the ecosystem. Generating concepts and solutions to make the experience more robust and comprehensive for the user.

- **Typeface Design - Binary Blocks**
  Dr D Udaya Kumar, Associate Professor, Dept. of Design, IIT Guwahati *Aug - Nov 2020*
  Created a geometric cyberpunk display typeface based on the form of Binary Digits.

Technical skills

- **Design Skills:** User Study and Research (interviews, participatory design, contextual inquiry), Analysis and Evaluation (questionnaire and persona creation, competitive analysis, affinity mapping, info architecture), Rapid Prototyping (paper prototypes, high and low fidelity interactive screens) and Testing (cognitive walkthrough, protocol analysis, heuristic evaluation).

- **Software Skills:** Figma, Adobe XD, Photoshop, Adobe Illustrator, Adobe InDesign, Sketch, Principle.

- **Miscellaneous Skills:** Photography, Colour Grading, Photo manipulation, Storyboarding, Scripting.

Key courses taken

- Typography & Grid system
- User Research Methods
- Interaction Design
- Cognitive Ergonomics
- Design Analysis and Evaluation Methods
- Visual Communication Theory
- Systems Approach to Design
- Design Management

Extracurriculars

- **Manthan (Inter Hostel Cultural Competition of IIT Guwahati) 2019:** Participated in the Graffiti Art competition representing Umiam Hostel.

- **Kerala Flood Relief and Rescue Mission Operations:** Volunteered for the emergency call centre set up at IIT Guwahati to coordinate rescue efforts for people stranded during the 2018 Kerala floods. Our work was featured as a cover story on 'The Week' magazine.

- **Design Workshop - Glass Blowing**: Completed Glass Blowing Workshop under Design Workshop 2020 and designed beautiful glass products.