

I am **Aakash Maddi**, a passionate UX Designer and Researcher.  
Simply, the only full-stack Product Designer you need.

## / Experience

- 2017** / UX Design Intern  
**Logitech Inc., Bay Area, California**  
May 2017 - August 2017  
Developed the UX feature flows for Logi & UE products.  
Worked on futurescaping & concept development for Circle.  
Devised & conducted usability tests for various features.
- 2014** / UX & UI Designer  
**Sentio Inc., Delhi, India**  
August 2014 - July 2016  
Co-Designed Web UI for the research platform from ground up.  
Co-developed the design language and modular framework to streamline the front-end application code.
- 2013** / Technology Intern, Center of Excellence  
**Honeywell Technology Solutions Lab, Bangalore, India**  
May 2013 - July 2013  
Optimized the Structural Analysis process to save **900 hours/year**. Devised efficient algorithms to predict heat transfer rates.
- 2012** / Core Group Member  
**Concept & Design, Shaastra 2013\*, IIT Madras**  
April 2012 - March 2013  
Co-led the media & design team comprising of 130 students.  
\* Shaastra is the Annual Technical Festival of IIT Madras

## / Education

- 2016** / Master of Science in Human Computer Interaction  
**Rochester Institute of Technology, New York** (3.9)  
August 2016 - Present (May 2018 Expected)
- 2010** / Bachelor of Technology in Mechanical Engineering  
**Indian Institute of Technology, Madras** (7.3)  
August 2010 - June 2014  
Minor in Innovation & Social Entrepreneurship

## / Projects

- Course Project    Freelance Project    Personal Project
- / **Project Note**, a cloud-based research documentation app  
January 2017 - Present  
Designing a novel documentation app for design and scientific research using participatory design strategy. Developing a new content hierarchy technique for digital notebooks.
- / **Usability Testing**, Bosch Security Systems  
February 2017 - May 2017  
Conducted usability tests and heuristic evaluations for Bosch's upcoming security apps as a part of a 6-membered team.
- / **Brush Off Technique**, Interaction technique for wearables  
January 2017 - May 2017  
Designed an unconventional interaction technique for wearables. Developed a prototype to test the experience with target users. Conducted user research to test the effectiveness of the same.
- / **Upsurge Life**, a fitness & lifestyle enhancement app  
July 2015 - December 2015  
Designed an end-to-end UI for "Upsurge Labs" as a consultant designer. Developed the brand and UX guidelines.

## / Skills

Sketch	HTML 5 / CSS / LESS
Adobe CC Suite	JavaScript / JQuery
Principle & Invision	C & JAVA
XD & Axure	AutoCAD & Sketchup