Aman Pathak

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Linkedin | Behance | Portfolio | Github | GameDev

Academic Projects

Experience Designer - Silvergenie Private Limited, New Delhi
July 2022 - December 2022

- Collaborated with a tech-centric elderly healthcare company, among the top 20 startups out of the pool of 300 under 'Google for Startups Accelerator Women Founders initiative' by Google India.
- Worked on creating an easy to adapt solution that could seamlessly plug into the life of the user. Empathised and acknowledged the pain points and challenges to solve, impacting over 250+ users pan India.
- Led a team of 3 junior designers through the design process.
- Recognised a new potential business opportunity within the company.
- Efficiently delivered outputs from the 16 week project.

Design Strategist - Google APAC, New Delhi
February 2022 - July 2022

- Worked on creating an application for inventory management system for micro enterprises to be more efficient and structured.
- A/B testing, persona creation, and UX strategy.
- Developed wireframes, journey maps, qualitative and quantitative research along with high fidelity prototypes using Adobe XD.

Design Strategist - MUJI India, New Delhi
July 2021 -January 2022

- Worked on creating marketing & community building strategies for the brand to fit the Indian context. Delivered deployable frameworks for the same.

Internships

Graphic Designer - Dippin Crafted, New Delhi
October 2021 - Jul 2022

- Made collaterals for advertising, and packaging for B2C Brand.
- Content creation for social media for the brand on Instagram (@dipinn_crafted) which included posts and videos both engaging with over 1500+ customers.

Corporate Communications Intern - Rodic Consultants, New Delhi
March 2021 - July 2021

- Managed Rodic's Youtube channel. Also worked on pitch videos for projects that were pitched to Melinda Gates Foundation.

Personal Projects

'Future of Remote Diagnosis In India' - Dissertation, New Delhi
February 2024 - Present

- The paper aims to speculate the future of remote diagnosis in Indian Healthcare by looking at the emerging technologies w.r.t the ground realities.

'AapkaSaathi' - Graduating Project, New Delhi
August 2023 - December 2023

- Selected as one of the winners of Good Interventions 2024 Design Competition, hosted by Parsons University New York.
- Worked on making the services offered by government hospitals more accessible & inclusive of the users coming from tier 3,4 cities.
- Prioritised field research to be user centric & acknowledge real pain points faced by the target audience.
- Prototyped a chatbot using Dialogflow, and established a *python* based webhook server to record interactions.

'You do' - Personal Project, Nantes, France
February 2023 - June 2023

- Worked on creating an app to give daily personalised eco-friendly goals to that can be tuned to the lifestyle of the user.

Education

B.Des Interaction & UX Design
The Design Village, Noida
2020-2024 *(June)*

Digital Media Design (Exchange)
Lecole de Design, Nantes, France
February 2023- June 2023
Grade: A

Humanities with Psychology
Gyan Bharati School, New Delhi
2006-2020
Percentage: 94.4%

Honours & Awards

- Good Interventions 2024 Design Competition - Parsons University, NYC
- Charpak Exchange Scholarship Spring Semester 2023 - among 15 students from all over India
- Scholarship based on Excellence 2020-2024 - The Design Village

Certifications

- Supervised Machine Learning: Regression and Classification - DeepLearning.ai (Andrew Ng)
- Conduct UX Research & Test Early Concept - *Google*
- Intro to Generative AI - *Google*
- Entrepreneurship in Emerging Economies - *Harvard Edx*
- Python Programming - *Abdul Bari*
- AI & ML Data Science Bootcamp - *ZTM*
- Complete C# Unity - *GameDev.net*

Skills

Design
Problem Solving, User Experience Research, User Interface, Phygital Rapid Prototyping, Visual Design, Wire framing, Low and High Fidelity Mockups, Human Centred Approach

Research
User Interviews, Usability Testing, Information Architecture, Journey Mapping, Analysis, A/B Testing, Design Strategy

Software
Adobe XD, Figma, Sketch, Keynote, Illustrator, Photoshop, Procreate, Indesign, After Effects, Final Cut Pro, Premiere Pro, Blender, Processing, Adobe Aero (AR), Google suite, Arduino Classic (working knowledge), TouchDesigner, Unity3D, Unreal Engine

Language, Libraries and Tools
Python, C#, HTML, CSS, Javascript
Arjs, Pandas, Numpy, Matplotlib
VS Code, Generative AI Tools