

AnkitRuhela

User Experience Designer

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EDUCATION

New York University

Brooklyn, New York (May 2018)

Master of Science, Integrated Digital Media

Relevant Coursework: UX Design, Creative Coding, Ideation & Prototyping, Game Design, Mobile Augmented Reality

Guru Gobind Singh Indraprastha University

New Delhi, India (May 2015)

Bachelor of Technology, Information Technology

Relevant Coursework: Data Structures & Algorithms, Database Management Systems, Cryptology & Network Security

SKILLS

Design Frameworks - Adobe Suite (Photoshop, Illustrator, InDesign, After Effects, XD), Sketch, Framer, Principle, InVision, Axure, ARKit, ARCore

Programming Languages - C#, HTML5, CSS3, JavaScript (Vanilla, jQuery, p5.js, react.js), PHP, JSON, XML

Database Frameworks - MySQL, MSSQL, phpMyAdmin, Tableau

Development Tools - Visual Studio, Unity, Unreal, Maya

Operating Systems - Windows (7/8/10/Mobile), Linux (Ubuntu, Kali), Mac (OS X), Android, iOS

WORK EXPERIENCE

NYU ISDM and The Human Project - UX Design Intern (Sep 2016 - Present)

- Collaborated, managed and designed graphics for The Human Project – NYU ISDM’s flagship research study project.
- Led a massive website redesign for the project - sketched, wire-framed, prototyped and designed low to high fidelity designs for the website. Utilized internal feedback and implemented user testing to create a cohesive design strategy covering all aspects of user experience design.
- Set up security measures for both website properties and successfully prevented multiple hacking attempts.

Kreative Krab - Founder & Designer (Jan 2013 - Aug 2016)

- Successfully co-founded a startup for website design & development, graphic design and logo design while pursuing an undergraduate degree.
- Designed and developed multiple websites, logos, brands, etc. for clients over a span of 3+ years providing end-to-end design solutions.
- Used a zero-investment policy to govern the startup that perpetually fed itself and successfully raised INR 1,50,000 with no bootstrap investment and undertook multiple design jobs including leading and managing the startup, and people.
- Conveyed design best practices to clients in the most effective way for them to improve upon.

ACADEMIC PROJECTS

Microsoft Client Project - HoloLens Artist Studio Experience (UX Design class at NYU; Spring 2017)

- Collaborated with the Microsoft HoloLens team to design and derive augmented reality user experience for artists and curators using Unity, C#, Photoshop, Illustrator and the HoloLens development unit.
- Conducted research and held interviews with some of the industry leading museum curators to understand their needs and perspectives, and covered all aspects of user experience design to deliver a wholesome experience.
- Published a design booklet alongside that covers all documentation for process - available in digital and print formats. Showcased a demo of the same at NYC Media Lab 2017.

Home is Where the Heart is (Creative Coding class at NYU; Fall 2016)

- Effectively made use of a simple machine learning algorithm to demonstrate a creative story where a set of birds learn to go around an obstacle to reach their nest. Language used was p5.js, inspired by Daniel Shiffman’s book - *Nature of Code*.

Top-down Shooting Game (Game Design class at NYU; Fall 2016)

- Developed a game in the Unity environment using C# where the user shoots down enemies chasing them around on a platform.

DOTA 2 DB (Final Project submission at IPU; March 2015)

- Developed a Windows Phone 8.1 app using a full-stack approach inside Visual Studio with C#, XAML and JSON.
- Also selected as a Microsoft Student Partner based on this app’s submission to the Windows Phone Store where the app received ~110 downloads within 6 months.