



Aditav Dowerah
Industrial Design Centre
Indian Institute of Technology Bombay

19U130006
B.Des.
Gender: Male
DOB: 26-06-2000

Examination	University	Institute	Year	CPI / %
Graduation	IIT Bombay	IIT Bombay	2023	8.99

Hello.



I'm **Aditav** – designer, illustrator and peanut butter enthusiast. I try to tell a story through everything that I make, and to find one in everything I see. Constantly un-learning and re-learning

Key Projects

Family Finance App

September 2021

User Studies and Interaction Design | Group Course Project | Prof. Anirudha Joshi

- Designed a mobile application for families to help introduce financial concepts to children and young adults.
- Performed thorough user research, designed wireframes and high-fidelity screens, conducted heuristic evaluation.

Google Maps: Traffic Wait Optimisation

September 2021

Human Factors and Applied Ergonomics | Course Project | Prof. Swati Pal

- Studied Google Maps' traffic management system, and redesigned aspects of the application considering cognitive load and heuristics.
- Conducted user research, literature review to study the effects of waiting time perception, feedback, and user satisfaction.

Gotta Sort 'Em All

August 2021

Data Visualisation | Course Project | Prof. Venkatesh Rajamanickam

- Visualised the dataset of over 1000 Pokemon based on type classification.
- Designed an A2 poster and an interactive webpage visualization of the same.

The Legend of Sleepy Hollow: Book Redesign

January 2021

Typesetting and Book Design | Course Project | Prof. Girish Dalvi

- Typeset the short story, 'The Legend of Sleepy Hollow', by Washington Irving into 3 separate layouts: traditional, modern, and experimental.

Work Experience

Mood Indigo **Creatives Coordinator**

May 2020 - Dec 2020

- Asia's Largest College Cultural festival | 100k+ viewership | 2000+ colleges
- Developed the visual identity of Mood Indigo as part of the branding team.
- Designed various social media content and merchandise.

Saathi, IIT Bombay **Convener**

July 2020 - Present

- Actively working towards LGBTQ+ inclusion in the IIT Bombay campus through various events and activities.
- Managed and designed content for the social media handles.
- Currently working on a 10 year commemorative volume for the organisation.

Mindpiper **Social Media Intern**

May 2019 - Aug 2019

- Developed content for the organisation across their social media platforms to increase engagement and reach.

Portfolio

www.aditavdowerah.com

Achievements

Department Rank 2 in the B.Des 2023 batch.

All India Rank 9 in UCEED 2019

Institute Academic Prize 2020-21

Skills

Core

Illustration • Motion Graphics • User Research • Layout design • Wireframing • UI Design • Printmaking • Creative Writing

Software

Adobe Photoshop, Illustrator for illustrations and posters.
Building prototypes and wireframes with **Figma** and **Adobe XD**.
Motion graphic animations on **Adobe After Effects** and **Photoshop**.
Film and Video Editing with **Premiere Pro** and **After Effects**.
Collaboration, brainstorming and ideation on **Miro**, **FigJam** and **XMind**

Soft Skills

Project Management • Leadership • Documentation • Team Collaboration

Extra Curriculars

Dramatics

Voice actor for Scar in a live musical school production of The Lion King.
Sutradhaar in a live production of Tagore's Kabuliwaala.

Music

NSO Piano for a year
Self taught ukulele for over 2 years