



# Sreeja Chowdhury

Roll Number: 194205032  
M.Des. - Master of Design  
Department of Design  
Indian Institute of Technology Guwahati

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## Education

Degree/Certificate	Institute/Board	CGPA/Percentage	Year
M.Des	Department Of Design Indian Institute of Technology, Guwahati	8.4 (Current)	2019 - Present
B.Tech	(Computer Science & Engineering) National Institute of Technology, Calicut	6.59	2017
Senior secondary	CBSE board	90.2%	2013
Secondary	CBSE board	93.1%	2011

## Experience

- Design Research Intern at Think Design Collaborative** *Jun 2020- Jul 2020*  
Worked on a mentored project on Education 2.0 by incorporating Design Thinking to frame insights and learnt the application of research methods used in the industry.
- TEDMINT'20 (Technology Economy Design Multi-Disciplinary Internship), Sweden** *Nov 2019*  
Collaborated for the redesign of a waterless toilet with students from Sweden, India and Israel at Separett AB. Utilised the opportunity to follow design thinking methodology and for extensive ideation and prototyping.
- Senior Analyst at Deutsche Bank** *Jul 2017 - Jul 2019*  
Worked as a developer on multiple projects and services on data migration from one data interface to another in HRIT department. Developed Security Gateway from scratch to authorize applications involved in WorkDay integration in HRIT.

## Projects

- Design for Behavior Change** *Oct 2020 - Present*  
*Prof. Ravi Mokashi Punekar, Dept of Design, IIT Guwahati*  
Implementation of Behavior Progression Framework for designing sustained behavior change.
- CREATED'20 - Social Robot to nurture creativity in students** *Mar 2020 - May 2020*  
*Prof. Iko Avital (SCE Israel), Dr Charu Monga (DOD), Dr Avinash Shende (IDC)*  
Collaboration project run online with colleges in Israel and India, aiming to design a socially active robot for students which can support them in nurturing creativity and innovation to generate ideas.
- Triya - For the holistic wellness of middle-aged women in India** *Feb 2020 - Apr 2020*  
*Prof. Ravi Mokashi Punekar, Dept of Design, IIT Guwahati*  
Design of a concept app that helps women in their complete wellbeing by the incorporation of awareness, action and reflection in the various features of the application.
- Reading Emotions from Facial Expressions based on Images** *Sep 2016 - May 2017*  
*Prof. Sudeep K S, Department of Computer Science & Engg, NIT Calicut*  
Developed an algorithm for reading affects from facial expressions involving machine learning, computer vision, image processing using OpenCV.

## Technical skills

- Design Skills:** Design Thinking, Design Research methods, Conceptualization
  - Design Tools:** Sketch App, Figma, Adobe XD, Adobe Illustrator, Adobe Photoshop, Adobe After Effects, Adobe InDesign
  - Tech Stack:** Java, Python\*, Bash, HTML, CSS, Javascript, Oracle SQL
  - Operating system:** macOS, Windows, Linux
- \* Elementary proficiency*

## Key courses taken

- Design Methods
- Ergonomics
- Usability Engineering \*
- Creativity Innovation & Design Management \*
- Interaction Design
- Graphic Design
- Design Semantics \*

*\* To be completed in Nov 2020*

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## Positions of Responsibility

- **Senior Executive, Industrial and Planning Forum, NIT Calicut** *Oct 2014 - May 2017*  
*Organised events as part of the student-run club IPF, around preparation sessions for improving a student's technical awareness from an industry perspective.*
  - **Senior Organizer at TEDx NIT Calicut** *Jul 2015*  
*Successfully organised TEDx event hosting 4 speakers from around the country, and was in-charge of stage and sound.*
  - **Co-Founder, Paathshala, a social initiative at NIT Calicut** *Jul 2015*  
*As part of this educational society, tutored 12 underprivileged kids of varied ages, coming from 5 different states, and contributed significantly in its strategical expansion.*
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## Achievements

- **24-hr Deutsche Bank Global Hackathon Challenge, 2018:** Stood in the top 6 teams in Asia-Pacific region amongst 65+ teams worldwide. Developed an iOS app for those suffering from Leukemia.
  - **Nobukawa-ha Shito-Ryu International Karate Championship 2018:** Won two golds each in Kata (Women, Open) and Kumite (Women, 50-55kg category) at Balewadi Stadium, Pune, competing among karatekas from pan-India, Nepal and Sri Lanka.
  - **St. Baldricks Event, 2018:** Shaved my head to support kids suffering from cancer and raised more than 5000 USD, i.e 3.6 lakh INR for childhood cancer research in May 2018.
  - **Deutsche Bank Rewards and Recognition Award, 2018:** Received the award out of 150+ employees for exemplary performance at work.
  - **Run The Bank Team Challenge, Deutsche Bank, London, 2017:** Won the challenge, out of 650+ participants and 32 teams in the Global Graduate Training Programme, London.
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## Extracurriculars

- **10k marathons:** AFMC Marathon, Lake Marathon, Ficci FLO Marathon (Average: 69mins)
- **Athletics:** Represented NIT Calicut in 200m dash and 1500m race in All India Inter NIT Sports Tournament held at NIT Trichy 2013-2014. Secured 2nd position at 4x100m Relay (Women) at the Annual Athletic Meet in NIT Calicut 2017
- **Karate:** Trained in martial arts, Senior Green belt in Karate (Shito-Ryu style)
- **Others:** Singing, gardening.