

# akash kumar seth

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about.

a research-oriented designer who strives to develop sublime products and services. I believe in artistic expressions and a need to blend the virtually insane world with a pinch of reality. I curate aspects from every domain that I have worked in to have a more hybridized and radical approach towards my next challenge.

experience.

## Adobe Inc. – User researcher II

Oct'22 - Present

Leading research efforts for **Photoshop Express** catering to **20 million+** MAU globally. Helping develop a differential understanding of the consumer in the **Digital Imaging Space**.

## Innovaccer Inc. – UX researcher I

July'22 - Oct'22

Collaborating with XFN teams to identify and cater to user challenges.

## Philips Experience Design – Service Design Intern

April'22 - Jun'22

Worked on strategizing the development of a full fledged service to innovate the **bio-hazard space**, which was then extended as a **business proposition** for the **life extension of medical disposables across the health continuum**.

## Innovaccer Inc. – Design Intern

May'21 - Dec'21

Worked on setting up **research ops** and processes. Conducted extensive user studies - **solution validation and cognitive walkthrough** for platform and mobile products in the **Healthtech Space**.

publications.

## Espro – Design For All Foundation

Oct'19

Classroom project - 'Utilizing pre-existing cognitive model to redesign electric vegetable chopper' featured in **Design For All** Oct. '19 edition titled 'Espro'

## Tag: Chasing the Rabbit – Medium

Sept'20

A project on visual design exploring graffiti and street art scene of New Delhi in a team of two selected to be published and distributed under Medium Art section as a metered paywall story

education.

## Delhi Technological University

Bachelor of Design | 2018-2022

8.48 GPA

skills.

Design Thinking

Behavioral Analysis

Qualitative Research

Design Management

Co-Creation

Agile Working

tools.

Figma

Adobe CC Suite

Blender

DSLR+Lightbox

MTN 94 Spray Cans

Sketchbook+Pencil

accolades.

## Student Service Design

### Challenge 2021 – Gold Winner

By Philips, IBM, Ellen MacArthur fdn.

Proposed a service attempting to create a **decentralised network** catering to medical consumables. Competed with **75 teams globally** over 5 months to earn a 10-week design-in-residence position at **Philips HQ, Eindhoven**. And a chance to present at the **Dutch Design Week'21**.

## DeeWar – Winner

Rendezvous'19 | IIT Delhi

Led a team of five to design and paint a mural of dimensions 10\*8 ft. on a stone based canvas across 2 days at SAC grounds of IIT Delhi's cultural fest **competing against 14 teams**.

## Delhi Design Innovation

### Bootcamp – Participation

By Ministry of Education

Designed a mobile application **connecting systems** across healthcare facilities during an **epidemic to order and deliver lab tests** with efficiency through a **network chain**.