



Mohak Gulati
Industrial Design Centre
Indian Institute of Technology Bombay
Specialization: Visual Communication

18U130018
Dual Degree (B.Des. + M. Des.)
Gender: Male
DOB: 7/24/1999

Examination	University	Institute	Year	CPI / %
Post Graduation	IIT Bombay	IIT Bombay	2023	9.42

EXPERIENCE

Microsoft '22 — UX Intern May – Jul 2022

- Helped advance the consumerization effort of admin experiences within the SharePoint Admin Center.
- Designed blue-sky explorations and proposed improvements to SPAC's user experience by leveraging improved actionability, information hierarchy, work management, personalization and delight.

Microsoft '21 — UX Intern May – Jul 2021

- Created explorations for the onboarding experience of Microsoft Lists mobile.
- Envisioned and articulated how to address product discovery, perception, adoption and retention.
- Mapped the key user needs in the freemium product space.

Ek Type — Typography Intern Dec – Jan 2021

- Designed sampler explorations for Anek, a multi-script variable type family.
- Created motion posters and stories to illustrate variable typefaces for each of the 10 Indic scripts.

ACADEMIC PROJECTS

Aushad — Medicine System Redesign Mar – Apr 2021

- Conceptualised a holistic, system-level addressal of the key issues unique to the Indian Medicine System for the semi-urban demographic.
- Redesigned existing methods of medical history tracking, consultation, prescriptions, medicine packaging and patient literature.

Devtype — Assistive Typography for Novices Aug – Dec 2021

- Formulated a set of design tools within Google Docs to equip novice users with unique features of Devanagari typography intrinsic to the script.
- Proposed a novel method of aiding novices to articulate abstract aspects of visual design to reality through typography, colour and layout.

GROWTH-India Telescope — Info. Design Jan – Jun 2022

- Collaborated with the Physics Department of IIT Bombay to design a query interface and live dashboard for India's first fully robotic research telescope.
- Designed and helped develop a query interface to help researchers access, search and sort through data captured by the telescope.

Edify — Educational Collaboration App Nov – Dec 2020

- Conceptualised and designed a platform to facilitate effective collaborative learning across and within disciplines.
- Created and prototyped screens for an android application based on the principles of pedagogical learning and collaboration.

PORTFOLIO

➤ www.mohakgulati.com

SKILLS

UX & Interface Design

Information Architecture, Info. Design, Navigation, Interface Design, Cognitive Ergonomics, Semantics, Microinteractions

User Studies & Research

Contextual Inquiry, Affinity Mapping, Conducting Semi-structured Interviews, Coding, Heuristic Evaluation, Correlation, NHST, Goodness of fit, ANOVA

Visual Design

Graphic Design, Typography, Typesetting, Information Design, Data Visualization, Illustration, Screenprinting

COMMUNITY

Astronomy Society of India

Lead Designer

Designed the Indian astronomy exhibit at IAUGA 2022 Busan in collaboration with research institutions across India like IITB, IISC, IIA and RRI.

Emergency Design Council

Design Fellow

Collaborated with designers from RISD & NID to address misinformation epidemic in India during the 2020 COVID-19 crisis.

India HCI

Student Volunteer

Assisted the Courses & Workshops team to ensure a seamless conference.

ACHIEVEMENTS

- 2x Adobe Awards Semifinalist
- Winner, 8+ Inter-school Competitions
- Inter-IIT Tech Meet 10 Silver Medal