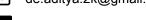
# Aditya De

#### Bangalore



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## **Summary**

I am a Creative Developer, primarily focused on frontend development for the web, and an Interaction Designer specializing in AR, VR and screen-based 3D experiences.

Exploring how people interact with computers excites me. I am always looking to facilitate novel and stimulating experiences for the user. I am also passionate about what goes on behind the screen. My primary value as a designer is my ability to rapidly prototype concepts.

I am a problem solver at heart. I use code as a tool for design, as a medium for art and everything that is in between.

I graduated from Srishti Institute of Art, Design and Technology with a Bachelor's in Design specializing in Creative and Applied Computation in 2022.

### **Experience**



#### **XR Developer and Interaction Designer**

**Conscious Circle** 

Jun 2022 - Present (5 months +)

While working at Conscious Circle, I was in charge of XR Design and Development. I led a team of designers, 3D artists and developers on various in-house and client projects. Some of the projects I worked on:

- Web Based VR Real Estate Walkthroughs:

I developed a browser-accessible WebGL application designed to facilitate virtual walkthroughs for apartments. I devised various optimizations and techniques to implement:

- Accurate modelling of apartments from floorplans as a reference.
- Complete free navigation in a 3D space
- Optimizing material, light and shadow rendering while also maintaining minimum acceptable performance on VR headsets.
- WebApp to Facilitate AR for Print Media

We developed a tourism app that enhances printed materials such as pamphlets and posters by adding AR experiences and interactions.

- SparkAR Filters

Designed and developed various Facebook and Instagram SparkAR Filters.

#### **Virtual Reality Developer**

Hoansi Studios

Feb 2021 - Jun 2021 (5 months)

Worked on a project to develop a Browser-Based 3D Warehouse Training Simulator Application. I used Javascript mainly, with the jQuery and Three.js libraries. The application simulates the "receiving" part of warehouse operations. It also features a setup editor that allows the user to customize the

simulation scenario to some extent. Following the completion of the application, I also produced a short demonstration video for the application.

# Freelance Web Developer

Alchemy Creative Collective

Oct 2020 - Jan 2021 (4 months)

I worked with a creative team to develop websites for various clients. I mostly dealt with the technical aspects of each project and worked on WordPress, HTML and CSS. I was also involved in creative ideation. My responsibilities included vetting the visual design aspect to make it consistent with web design practices and limitations. I was specifically focussed on designing and creating responsive web pages.

#### Head Of Production

Grasp Media

Jun 2020 - Aug 2020 (3 months)

As Production Head at Grasp, I coordinated with and managed a team of artists, designers, animators, composers and editors to create video content for the Grasp YouTube channel. I was personally involved in the entire process from script writting to story boarding, from graphic design to animation. I also helped set up their website.

#### Freelance Writer

Kcreative Writing
Feb 2020 - Jun 2020 (5 months)
Wrote content for blogs of various clients.

#### **Education**

# Srishti Institute of Art, Design and Technology

Bachelor's of Design, Creative and Applied Computation 2018 - 2022

# St. Mary's ICSE School Koparkhairane

ISC, Science 2016 - 2018

# Ryan International School, Nerul

ICSE 2006 - 2016

#### Skills

3D Modeling • Design Thinking • JavaScript • Three.js • p5.js • Adobe Illustrator • Autodesk Fusion 360 • Data Visualization • Object-Oriented Programming (OOP) • Blender