Aditya De

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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