



Chitransh Anand

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M.Des - Department of Design
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EDUCATION

Degree/Certificate	Institute/School(Board)	CGPA/Percentage	Year
M.Des	Indian Institute of Technology Guwahati	8.64	2023-Present
B.Arch	National Institute of Technology, Hamirpur	8.46	2022
Senior Secondary	CBSE Board	81.4%	2016
Secondary	CBSE Board	9.4	2014

EXPERIENCE

- Hypergro.ai** Jun. 2024 - ongoing
Product design Intern Bangaluru, India
 - Conducted user research to understand AI needs in the marketing process, involving interviews, surveys, and user journey mapping.
 - Performed UX audits on multiple tools, analyzing user workflows, heuristics, and identifying pain points for improvement.
 - Designed dashboard screens for AI video avatar and persona creation tools, including wireframes, prototypes, and visual designs.
 - Contributed to the design system, ensuring component reusability, visual consistency, and maintaining design guidelines across products.
 - Improved usability through user testing, collecting feedback, conducting A/B testing, and making iterative design enhancements for a better user experience.
- Snaptrude** Jul. 2022 - Oct. 2022
3D Modeling Intern Bangaluru, India (Remote)
 - Contributed to the 3D metaverse real estate design project undertaken by Snaptrude.
Created 3D models and applied texturing to the virtual property
- Shilpsarthi Design** Jan. 2022 - Jun.2022
Architectural Intern/ Graphic Design Raipur, India
 - Engaged in a wide array of tasks, including planning, facade design, 3D modeling, walkthroughs, and animations.
Undertook projects involving mall and lakefront development.
- NoveltyVR** Mar. 2021 - May.2021
3D Artist/ VR Intern Delhi, India (Remote)
 - Designed some 3D surroundings and artworks, with some projects featured on the JioImmersive app.
- Torsion Infratech** Dec. 2020 - Jan.2021
Architectural designer Delhi, India (Remote)
 - Work on various design projects like designing of mall, riverfront, homes,

PROJECTS

- Chapter One**
Interaction Design, UI/UX,
 - Designed an app to enhance adult reading quality and quantity for both purpose and pleasure. It helps users choose what to read through personalization, simplifies habit-building for beginners, and makes book consumption easier.
- Temple Trail**
Service Design, UI/UX, AR/VR
 - Designed the experience for Guwahati's river-based tourism circuit that would allow tourists to delve into the spiritual, historical and cultural heritage of the region by providing a seamless journey through the city's temples across Brahmaputra river.
- Visual Identity design for a brand**
Visual Design, Graphic design
 - Created a brand logo and designed collateral materials such as business cards, envelopes, letterheads, and packaging. Developed a campaign to promote gifting plants for special occasions.

POSITION OF RESPONSIBILITIES

- **Student Volunteer at HCIPAI:** Assisted with various tasks and event coordination, including interacting with current members and engaging with prospective members.

TECHNICAL SKILLS

- **Design Skills:** User Experience (UX), User Interface Design, Interaction Design, User Research, User Journey & Persona Creation, Low & High Fidelity Wireframing, Information Architecture, Prototyping, Information visualization, Usability testing and Analytics, Heuristics
- **Visual Design:** Layout Design, Illustration, Icon Design, Typography, Colour Theory, Graphic Design, Brand Identity, Wayfinding
- **Softwares:** Adobe Photoshop, Adobe Illustrator, Adobe InDesign, Adobe Premier Pro, Adobe After effects, Figma, Blender, Tableau, Vray, Rhino 3D, Grasshopper, 3DS Max*, Unity*,
**Elementary Proficiency*

PUBLICATIONS

- Bordoloi, T., Acharya, S., Anand C., Shrikaran K., Ingle Mohit, Pardhi A. (2025).
Identifying contextually appropriate criteria and challenges of Sustainable Smart Cities of North-East India through Grounded Theory in International Conference on Research into Design(ICORD 2025) (Abstract Accepted)

ACHIEVEMENTS

- CEED: All India rank 29 2023
- Editor's choice Award: Achieved the Editor's Choice Award in the UNI competition for the Fire Water Sake House. 2022
- Collabed Render Competition Winner: Secured first place in an exterior render competition hosted by Collabed 2021
- Top 20 Shortlisted: Attained a spot in the top 20 finalists for the Co-life competition organized by UNI 2020

MISCELLANEOUS

- Designed the logo and brand identity for ISDC (1st Design symposium for Design Creativity) to be held in Kyushu University, Japan (November)
- Designed collaterals for DRM Gurukul 2024, the second edition of Indian Summer School on Design Research
- Usri River Front Development (Giridih): Designed 3D models, animations, and elements as a freelance designer, with contributions selected for the final design.

EXTRACURRICULAR

- Participated in various Olympiads and quizzes and won at zonal as well as central level.
 - Engaged in over 10 competitions throughout my undergraduate years, securing multiple wins in the process.
 - Participated in badminton during both school and college.
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