

## Professional Summary

Design-focused technologist with a B.Tech in Artificial Intelligence, published research, and hands-on experience in branding, interface design, and user-centred digital solutions. Skilled in translating complex technical processes into clear, intuitive visual experiences. Strong interest in human-centred design, HCI, accessibility, and the intersection of AI, creativity, and user behaviour. Aiming to contribute to Australia's design and innovation ecosystem through research-driven, human-centred digital solutions.

**Online Presence:** [Portfolio](#) • [LinkedIn](#) • [GitHub](#) • [Blog](#)

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## Education

**B.Tech, Artificial Intelligence | G H Raisoni College of Engineering, Nagpur | 8.47 CGPA**

Focus areas: Human-Computer Interaction, NLP, Computer Vision

**Diploma, Computer Technology | G H Raisoni Polytechnic, Nagpur | 89.66%**

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## Research & Publications

**AI-based Video Summarization Using FFmpeg and NLP** (Published in IJIRST)

- ★ Built an AI video summarization system using FFmpeg for processing and NLP for key information extraction and summary generation
- ★ Developed a video summarization tool that cut content length by up to 72% while preserving key details, boosting user engagement and content efficiency

**Video Summarization using Deep Learning** (August 2022 - November 2022)

- ★ Implemented a Multi-Source Visual Attention (MSVA) model combining image, RGB, and optical-flow features to predict frame-level importance scores for automatic video summarisation using the TVSum dataset
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## Technical Skills

**Design Tools & Methods:**

Figma, Canva, Wireframing, Prototyping, Visual Design, Accessibility, Usability Testing, Human-Centred Design, Interaction Design, Information Architecture

**Product Thinking & Analysis:**

User Journeys, KPI Analysis, Requirements Documentation, User Research, Data Interpretation

**Technical Foundation:**

HTML, CSS, JavaScript, FFmpeg, NLP, Azure ML, AWS S3

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## Design Projects

**Type & Release: Interactive Social-Impact Experience**

*Personal Project • Web-based Prototype*

- ↳ Developed an interactive, minimal interface where typed thoughts “release” and fade away, designed to promote emotional relief and mindful expression
- ↳ Applied human-centred design principles to create a lightweight digital space for self-expression, highlighting a wellbeing-driven design

**Brand Identity & Social Media Design – Piombo**

*Freelance / Internship Project*

- ↳ Designed 10+ branded assets for national holidays and campaign communication
- ↳ Applied colour psychology, typography harmony, and festive thematic illustrations to enhance brand recall

**Book Cover Redesign – Vibrant Publishers**

*Client Project*

- ↳ Redesigned the cover for Project Management Essentials, aligning the visual system with the publisher's academic and corporate identity
- ↳ Created a structured, typographic-first layout using strong hierarchy and balanced white space to increase reading clarity and shelf visibility

**Brand Identity & UI Concepts – Creatiwise**

*Freelance Branding & Visual Design Project*

- ↳ Developed a modern visual identity system including colour palette, typography selection, and responsive logo variations
  - ↳ Built a cohesive brand guide showcasing tone, contrast, accessibility, and dark-mode usage for multi-platform deployment
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## Additional Design Works

- **Travel Poster Series: Udaipur, Sahara, Mordica, Hawa Mahal** – Assignment Project, Illustration & Graphic Design
  - **Logo Redesign: Nuebwave Technologies (KIRANO Tea Place)** – Client Branding Project
  - **Website Concept Design: IRAYI (Ethnic Fashion Brand)** – Personal / Spec Branding Project
  - **Wedding Invitation Design: Personal Project** – Freelance / Personal Graphic Design Project
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## Professional Experience

### **Vidarbha Infotech | Jr. Business Analyst | Mumbai | May 2025 - Present**

- ↳ Defined workflows, KPIs, and requirement documents for internal product modules
- ↳ Collaborated with cross-functional teams to clarify user needs and improve process efficiency
- ↳ Created evaluation trackers and analytical reports used for business decisions

### **Piombo, Morphdhome | Marketing Design Intern | Mumbai | December 2024 - April 2025**

- ↳ Designed branded campaigns for Instagram/X that increased engagement and visual consistency
- ↳ Created multi-format assets across Photoshop/Canva supporting brand identity and marketing strategy

### **Park Me Safe | Web Development Intern | Nagpur | December 2022 - June 2023**

- ↳ Contributed responsive UI improvements to dashboards and internal tools

### **Coretechtive | Web Development Intern | Amravati | September 2022 - September 2022**

- ↳ Participated in UX discussions to refine flows and component structure

### **SchoolGuru Eduserve | Web Design Intern | Mumbai | May 2019 - June 2019**

- ↳ Ensured visual consistency and accessibility across pages using HTML/CSS
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## Achievements & Awards

- State-Level Technical Quiz - 1st Place
  - National MSBTE Presentation - 2nd Place
  - Published a Research Paper in IJISRT (AI Video Summarization)
  - Designed 10+ branded creatives for Piombo/Morphdhome
  - Built AI summarization system reducing video length by 72%
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## Community & Leadership

- Contributed design support for small businesses, helping early-stage founders establish brand identity and visual communication
  - Actively shared design experiments and development projects publicly (blog, portfolio), contributing to open learning and knowledge exchange
  - Collaborated with peers during internships, often taking the lead on layout, visual direction, and consistency across pages
  - Assisted developers and classmates with HTML, CSS, and design focus during B.Tech and Diploma, for better peer learning and teamwork
  - Participated in state and national academic competitions, representing institutions and winning top positions
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## Professional Development & Certifications

- » Semantic Segmentation with Amazon SageMaker – Applied ML for visual understanding involving image-based data
  - » Machine Learning Pipelines using Azure ML Studio – Experience with processing workflows and structured experimentation
  - » AWS S3 (Object Storage Concepts) – Used for managing digital assets and media pipelines in design/AI hybrid projects
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## Additional Technical Projects

- » AI-based Video Summarization Using FFmpeg & NLP – Built an end-to-end summarization system reducing video length by up to 72% while preserving key narrative elements (Published in IJIRST)
  - » Video Summarization using Deep Learning – Experimented with CNN/RNN architectures to analyse visual information and generate structured summaries (Academic Project)
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## References

- ↳ Complete design portfolio and project case studies available at: <https://itsashiish.my.canva.site/>
  - ↳ Academic and professional references available upon request
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