# Adi Chakravarty

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| **Experience** | **The Juice**<br>Product Designer<br>Oct 2020 - Present | The Juice is an **interactive learning platform** for middle and high school students. As the **sole designer** since its early stages, I have **guided its creative evolution** from initial prototypes to comprehensive solutions, **synthesizing user feedback with business requirements** to refine and scale the product experience.<br><br>Since its launch, The Juice has achieved **over 20,000 paid student users** across 300 school districts in all 50 U.S. states and 82 countries. In 2024, the company was **selected as one of 15 global startups** for the inaugural **AWS Education Accelerator** program. |
| | **Automate Army**<br>Software Design Consultant<br>Jan 2024 - Present | Automate Army is a **development agency** that **builds custom software** for startups and enterprises **using low-code tools**. It collaborates closely with client teams to create solutions that enhance operational efficiency.<br><br>As a consultant engaged by Automate Army, I **guide engineers through design decisions** that **optimize usability for critical systems**, such as administrative panels, customer support dashboards, and frontends for databases and APIs, so that its clients can **elevate their service delivery** through **improved management interfaces and data accessibility**. |
| **Education** | **Penn State University** | Bachelor of Science<br>Security and Risk Analysis<br>Information and Cyber Security |
| **Skills** | Design | Experience Design, Usability Design, Design Systems, Product Thinking, Design Documentation, User Flow Mapping, Prototyping |
| | Tools | Figma, Sketch, Principle, Framer, Retool, Photoshop, SwiftUI, HTML/CSS |

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| **Resources** | **Figma Libraries** | Adobe Spectrum Design System | 14k+ users |
| | | Apple Watch Apps and Widgets | 5k+ users |
| | | Apple Watch Complications | 16k+ users |
| | | iOS 18 Widgets | 16k+ users |
| | | Material Design Data Visualizations | 37k+ users |
| | | Material Design List Items | 8k+ users |
| | | The Ultimate Bottom Navigation Bar Component Pack | 37k+ users |
| | **SwiftUI Templates** | Apple Store iPad App | Featured |
| | | New York Times Article | Featured |
| | | Now Playing Screen | Featured |

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| **Organizations** | **Association for Computing Machinery (ACM)** | ACM GROUP 2020 Committee Member · ACM CSCW 2020 Submission Reviewer · ACM Professional Membership |
| **Reference** | **Dr. Jordan Beck** | Senior UX Researcher @ AWS · Former Product Manager · Mentor<br>jbeckuc@gmail.com · linkedin.com/in/jordan-beck-13478333/ |