Adi Chakravarty

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Experience	**The Juice** Product Designer 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. 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 Software Design Consultant 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. 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 Security and Risk Analysis 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

Resources	**Figma Libraries**	Adobe Spectrum Design System	12k+ users
		Apple Watch Apps and Widgets	3k+ users
		Apple Watch Complications	14k+ users
		iOS 18 Widgets	12k+ users
		Material Design Data Visualizations	32k+ users
		Material Design List Items	7k+ users
		The Ultimate Bottom Navigation Bar Component Pack	33k+ users
	SwiftUI Templates	Apple Store iPad App	Featured
		New York Times Article	Featured
		Now Playing Screen	Featured

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 jbeckuc@gmail.com · linkedin.com/in/jordan-beck-13478333/