

# NIKHIL CHRESHALL KURUKURU

## INTERACTION DESIGNER & UX RESEARCHER

### SUMMARY

Highly motivated and results-driven professional with a passion for personal development. Possessing a diverse range of work experiences including content management, social media management, and technical assistance.

Skilled in creating and implementing social media strategies, managing campaigns, analyzing performance metrics, and providing technical assistance. Strong digital design, video production, and photography skills, and a team player with great communication skills.

### ACADEMIC BACKGROUND

#### University of technology Sydney (UTS)

##### Masters of Interaction Design

Interactive Programming (Majors)

GPA : 6.38 / 7

#### LPU

##### Bachelor of Computer Science Engineering

CGPA : 8.36 / 9

2015 - 2019, India

#### Udacity

##### VR Developer Nanodegree

Co-Created with Unity, Google VR, Vive & Samsung  
2019

### PROJECTS

#### VR Smell Research

##### UTS & CSIRO | Nov. 2019 - June 2020

- Conducted research on olfactory-enhanced visual reality experience (OEVR)
- Aimed at enhancing VR experiences by inducing smells into existing VR applications

#### Physical Prototyping

##### Interactive Fitness tracker | Apr. 2020 - July 2020

- Interviewed fitness enthusiasts and novices to understand the experience of fitness and health trackers
- Established a problem statement, using personas and existing products to uncover opportunities.
- Create a 3d printed working prototype with Arduino.
- Drafted a testing protocol for user testing and implemented changes based on user feedback

#### Plato AR

##### AR Interactive App | Aug. 2020 - Nov. 2020

- Created an android application that could be utilized in museums to increase engaged learning
- Established a problem statement, using personas, competitor analysis, and reference products to uncover opportunities.
- Developed the app using a Lean UX model and MVP techniques
- Developed a High fidelity Prototype through multiple iterations and feedback from user tests.

### HOBBIES

- VFX Artist and Videographer
- Shooting Creative Shots
- Aerial & 360 photography

### ACHIEVEMENTS

- Top 10 of Techgig Jio AI Code Gladiators, Mumbai
- Code Apocalypse by Code Chef (Top 5 Teams)
- Microsoft Hackathon (Semi-Finalists)

### TOOLS

- Adobe XD
- After Effects
- Premiere Pro
- Photoshop
- Arduino
- HTML / CSS
- C#, C++, Java, Processing
- Unity

### CONTACT

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### CAREER HISTORY

#### Social Media Manager and Community Manager Fever, Secret Media Network | Apr. 2023 - Present

- Curated, composed engaging copy and visuals to maintain consumer loyalty & optimize posting times across several social media platforms.
- Developed strategies to reach a user base by analyzing global user trends & designing specialized content.
- Evaluated and developed the Local / Regional Content Strategy for the community. Provided engaging and original content that helped boost company footprint.

#### Content Manager

##### Blisspot | Jan. 2022 - Mar. 2023

- Help build and nurture a growing global expert community
- Upload new course material, onboard new experts, and manage product development of successful online courses
- Create and manage EDM campaigns
- Hands-on experience with social media platforms such as Facebook, Instagram, LinkedIn, and Twitter to create posts and set up/manage ad campaigns

#### Social Media Assistant & Content Creator

##### AJD Social Media | Nov. 2020 - Sept. 2022

- Led and developed strategies and campaigns for clients' series, specials, and initiatives
- Engaged in creative ideation and development to deliver visually appealing content for customers
- Implemented social media campaigns to increase engagement and drive revenue

#### Social Media Executive

##### Go Hudson Digital | Oct. 2021 - Dec 2021

- Created and implemented effective social media strategies to increase engagement and drive revenue for different clients
- Managed and analyzed the performance of social media campaigns
- Generated new ideas and trends to improve campaign performance
- Communicated with team members, clients, and stakeholders

#### Technical Assistant & Content Creator

##### VR Kingdom | Aug. 2020 - Jan. 2021

- Troubleshooted any technical issues in real-time
- Created content for social media
- Developed custom videos for special occasions upon request
- Guided and supervised customers' activities while they are in an immersed VR experience

#### UNICEF Australia Frontliner

##### Xplore Services Pty. Ltd. | Aug. 2019 - Dec. 2019

- Liaise with members of the public as a paid collector, to engage in fundraising on behalf of UNICEF Australia.
- Procure pledges for donations from donors.

### SKILLS

- Asset Management, Distribution and Scheduling
- Digital Marketing
- Content Creation
- Communication
- Project management
- Creativity
- Personal Development
- Technical skills
- Analytics and data

### UX METHODS

- Usability Testing
- User Interviews
- Affinity Diagrams
- Persona
- Experience stories
- Heuristic Evaluation
- Wireframing and Prototyping
- Research & Development