

# Dhruv Avdhesh

+1 (347) 574 - 1432  
+91 - 9873410683  
[me@dhruvavdhesh.net](mailto:me@dhruvavdhesh.net)  
[dhruvavdhesh.net](http://dhruvavdhesh.net)

## EDUCATION

### MASTER OF SCIENCE (INTEGRATED DIGITAL MEDIA)

NEW YORK UNIVERSITY,  
UNITED STATES OF AMERICA

2018 - 2020



### BACHELOR OF TECHNOLOGY (MATHEMATICS & COMPUTING)

DELHI TECHNOLOGICAL UNIVERSITY,  
INDIA

2014 - 2018

## LEADERSHIP POSITIONS

### STUDENT PARTNER, MICROSOFT

November 2015 to July 2018

Curated and strategized events to bridge the gap between industry and students. Mentored delegates on Azure during various hackathons. Represented India at the Student Partners Asia Summit 2018 held in Taiwan.

### HEAD OF TECHNOLOGY, TEDxTUGHLAQRD

April to December 2016

Led a group of 20 volunteers to deliver one of the most sought after intellectual gathering of 500 attendees in Delhi. Responsible for the event website, graphic designs, videos, social media, and guest experience strategy.

## WORK EXPERIENCE

### NYU TANDON SCHOOL OF ENGINEERING - Web Designer & Developer

November 2018 to Present

- Prototyped, developed, and maintained a new fellowship opportunities website for a target audience of 5500+ Science, Technology, Engineering, and Mathematics (STEM) students.
- Curated content about the National Science Foundation (NSF) Graduate Research Fellowship Program (GRFP) for the website resulting in a tremendous increase in applications and a greater number of awards.
- Coordinated 10 workshops to enable over 100 students on Dean's List to receive prestigious fellowships.
- Revamped the Mechatronics website for a seamless experience highlighting graduate research.

### UX HACK - User Interface & User Experience Intern

January to March 2018

- Designed a sleek and modern logo and formulated the brand guidelines for better brand perception.
- Developed the front end application of the community-centered website leading to an increase in sign-ups.
- Administered and critiqued online product design challenges to engage users on the platform.

### GRAND SLAM FITNESS - Product Design Intern

January 2016 to July 2017

- Spearheaded the overhaul of brand image and design language for the 25th anniversary of the company.
- Conceptualized and engineered the e-commerce website over 3 different sprints which helped in the sales of the next 1 million equipments.
- Facilitated the effective development of the Customer Relationship Management (CRM) software.
- Influenced the foundation of a new non-profit vertical committed to raising the bar of the Indian health and fitness industry standards, today known as the Fit India Trust.

### CONQUEREM - Graphic Design Intern

March to April 2016

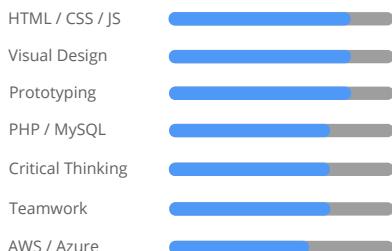
- Composed 40 graphic collaterals around international festivals which triggered record levels of social media outreach on Facebook, Twitter, and Instagram.
- Owned the user interfaces of explainer videos to boost engagement on YouTube.

### HUMAN CIRCLE - Tech Intern

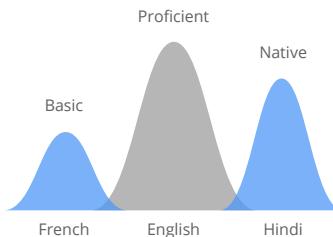
November 2014 to January 2016

- Built Human Circle's and Young India Challenge's websites end to end following in a vast increase in footfall.
- Created graphic and video designs to spread the #DoWhatYouLove movement to the 1st million people.
- Supervised a team of 30 members for the organization of 2nd, 3rd, and 4th Young India Challenge.
- Collaborated and managed deliverables with 3 college media partners to raise awareness among students.

## SKILLS



## LANGUAGES



## ACCOMPLISHMENTS



## LINKS

[linkedin.com/in/dhruvavdhesh](https://www.linkedin.com/in/dhruvavdhesh)

[github.com/dhruvavdhesh](https://github.com/dhruvavdhesh)

[behance.net/dhruvavdhesh](https://www.behance.net/dhruvavdhesh)