

# Bindu Upadhyay

+31 614 594729

[upadhyay.bindu09@gmail.com](mailto:upadhyay.bindu09@gmail.com)

[www.linkedin.com/in/upadhyaybindu](http://www.linkedin.com/in/upadhyaybindu)

---

## Experience

### User Experience Design, Eindhoven University of Technology

Oct 2016 - Present, The Netherlands

Focus on industry projects, practical training, teamwork and international culture

- Executed over ten user centred design projects in an agile setting
- Designed user onboarding for Eventix and presented it at UX Camp Europe 2017
- Conceptualized a dashboard to help cardiologists monitor patient well-being for Do CHANGE, an EU-funded project

### Product Management and Client Services, System Insights

Nov 2014 - June 2016, India

Big data analytics platform to fuel IoT initiatives

- Collaborated with customers to gather needs and specified product requirements
- Published case studies to showcase value proposition of the product
- Created product workflows and documentation, now used by over 50 customers, that received critical appreciation

### Engineering Fellow, Embrace Innovations

Jan 2013 - July 2013, India

Social enterprise developing disruptive healthcare technologies

- Delivered a market-ready product by collaborating with diverse stakeholders
  - Reduced the cost by 50% and enhanced metrics by 60%
  - Recognized for 'Leading by example' by the CEO
- 

## Education

### User System Interaction, Professional Doctorate in Engineering

Eindhoven University of Technology

Oct 2016 - Present, The Netherlands

### Engineering Design, Bachelor and Master of Technology

Indian Institute Of Technology Madras (IIT Madras)

Aug 2009 - June 2014, India

---

## Skills

User Centred Design, UX Research, Wireframing, Usability Analysis, User Testing, Data Analysis, Agile Methodology, Communication, Product Development, Management

---

## Extra Curricular Activities

<b>Leadership</b>	President of USInet; Chairman of UXCamp Netherlands Delegate ASES Summit 2014, Stanford University, USA
<b>Fundraising through running</b>	Raised INR 117,000 to help earthquake victims in Nepal Raised INR 175,000 to support education of 300 students
<b>Painting</b>	Wrote, illustrated, self-published a book- The Chubby Marigold Won over 80 prizes at national level painting competitions
<b>Hackathons</b>	Finalist, Jugaadathon Massachusetts General Hospital Runner Up, CISCO IoT Hackathon