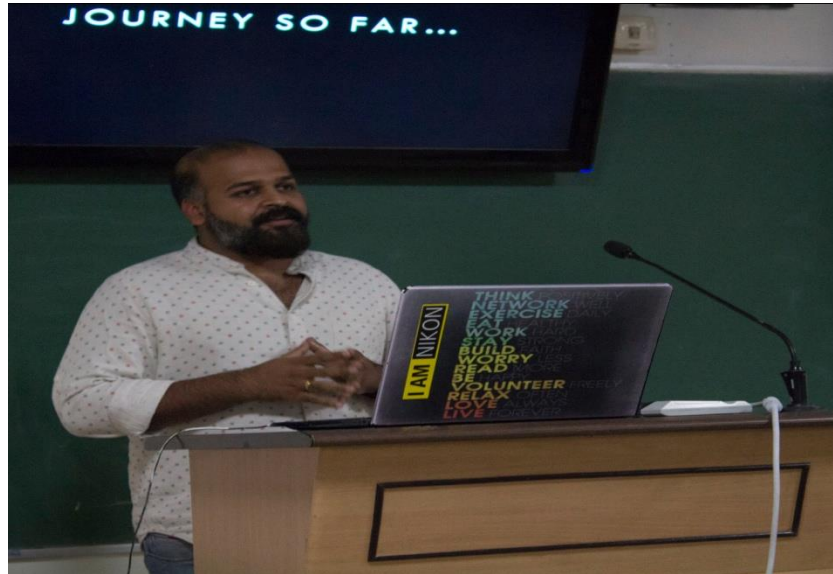# Catalyst Keynote Session IIT Mandi on 14th October, 2017

Catalyst Keynote Session on Product Design by Mr. Aakash Kumar, Associate Director, MakeMyTrip was organized at IIT Mandi on 14th October,2017.

Audience members had a chance to learn about the Product Design profession and interact with an industry leader with strong experience designing some of the most successful web products in India.

Mr. Aakash is an alumn of IIT Kanpur and has vast experience in designing and managing UI and UX of digital products and services for companies like MakeMyTrip and Infosys. He is an user Experience professional with close to 8 years

of industry experience in Product Ideation & Innovation, Interaction Design, Usability consultation, Heuristic Evaluations, Process development and Design management. He has worked on development of web and mobile based applications with focus on business requirement analysis, design thinking, creative problem solving, online data analysis and establishing standards & guidelines.