

JAYDEVKUMAR.COM  
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**JAYDEV AJIT KUMAR**  
PRODUCT DESIGNER

## EDUCATION

### **Carnegie Mellon University**

Class of 2015  
Master's Human Computer Interaction

### **R.V College of Engineering**

Class of 2014  
B.E. Information Science

## RECOGNITION

### **Authored 8 Patents**

Bank of America

### **Forbes Technology Council**

Official member since 2018

### **Featured on TechCrunch, Startup City**

Augmented reality ads

### **YC Hackathon Winner**

Summer 2018

### **Innovation week 1st place**

Google - Los Angeles 2017

### **iOS Hackathon, Second Place**

Apple iOS Challenge, Fall 2014

### **Best Paper Award**

Computer Society of India

### **Most Innovative Project Award**

R.V College of Engineering, Spring 2014

### **First Place, Web Development**

Computer Society of India - 2013

### **Firefox OS Hackathon, Winner**

Mozilla Project - Spring 2013

### **Best Outgoing Student**

R.V College of Engineering, Spring 2014

## WORK EXPERIENCE

### **Hype AR**

Founder

Palo Alto, May 2018 - Present

Founded Hype AR and raised \$250,000 venture capital. Hype enables brands, developers, and publishers to engage consumers through contextual and personalized advertising in augmented reality. We built a one-of-a-kind ad experience that intelligently places ads according to a user's context by analyzing the objects around them.

### **Google**

Interaction designer - Ads Planning

Los Angeles, Sep 2015 - April 2018

Worked with 5 different product teams to create and launch Keyword planner and Ads diagnostic tool that got Google over 1 Billion in Ad revenue. Additionally, I lead design for internal sales tools that increased customer satisfaction score for 62% to 93% and increased user adoption from 43% to 85%.

### **Bank of America**

CMU Capstone Project - Technology Lead

Pittsburgh, Jan - Aug 2015

Worked with Bank of America's innovation team to help customers understand the impact of financial decisions they make every day. I lead the design and prototyping for a mobile application that integrates Bank of America into critical moments in everyday life. I authored 8 patents that were acquired by Bank of America.

## SKILLS

### **Programming**

C  
C++  
Python, Django  
HTML + CSS  
JavaScript, jQuery

### **Design**

Sketch  
Framer  
Illustrator  
Photoshop  
After effects

### **Business**

Fundraising  
Strategic planning  
Digital marketing  
Product management  
Public speaking