

About me want to enhance life of common man by designing friendly digital artefacts

Work Experience

User Interface Designer (1 yr 2 months)

user interface design, usability tests, heuristic evaluations, focus group study

Symantec Software India Ltd.

2006 - till date

Interaction Designer (6 months)

user research, analysis, concept generation, user interface design, heuristic evaluation specific to TV interface

Microsoft India R&D

Project associate
2007 - 2008

Interaction Designer (2 months)

user research, analysis, concept generation, user interface design

IDEA Pvt. Ltd.

Design Intern
2007

Software Engineer (2 yrs)

web and desktop based software development
project management, center of Excellence for Flash

Tata Consultancy Services Ltd.

2004 - 2006

Design and development consultant

design and development of web and desktop based applications, interaction design and development of tangible media

Freelance

Education

Master in Design, Interaction Design

CPI : 9.22

Industrial Design Center

IIT Bombay
2006 - 2008

B. E. Computer Engineering

Aggr. : 74 %

Nirma Institute of Technology

Gujarat University
2000 - 2004

HSC, Science Stream

Aggr. : 87.11 % (CPMB)

Asia English School

Gujarat Board
May 2000

Projects (Academic)

Vision - Home computing and socialization in TV

The project done in collaboration with Microsoft India R&D aims at designing relevant and affordable services, to suit the daily information processing needs of Indian household. The project takes advantage of computation power available in Set Top Box of Interactive TV. I was involved in the project from its conception to prototyping and user testing phases.

Clipo - record, store, play, share

Clipo is an application that allows it's viewers to record short clips of TV program with a click of a button, archive them for later viewing, annotate them with expressions and video and share with their friends. The system takes care of copyrights issue of content and revenue generation model for self sustainance. A working prototype of the concept was developed in Flash and tested with users.

Mannat

Mannat is a system of establishing a sound mental state of passengers of Mumbai suburban railways who are constantly on move, need local information and reluctant to using computers in its present form. The project was done as a part of Yahoo Design Expo. The final concept was a gadget that helped people get information local information in more natural and tangible way.

Illumiletter - mapping senses to media

Illumiletter is an interactive installation which uses human sight, sound and touch mapped onto a large projected screen in form of different colored letters, animating and making different sound. The participant had to wave any light source towards wall to create animated letters and kaleidoscopic effect of the drawing they make.

MahaWar - the ultimate Treasure battle

MahaWar is a strategy based game for 2-4 players with unique ethnic look of it's board, pieces and an eight face dice. The games involves strategic planning with a pinch of luck to bring randomness and last minute change in game plan. The game has been design registered and taken up by Funkskool Ltd. and has been launched in the market by same name.

Oobi - out of the box interaction

Oobi is an multi touch interactive installation put up at Design Degree Show 2008 to showcase the advancement in technology for Human computer interactions that are beyond the screen and uses natural models of interaction. The package developed by Natural User Interactions Group was used in this project. This is a group project. More details at [blog](#)

Projects (Professional)

Veritas Cluster ServerOne (VCSOne)

VCSOne is an enterprise level High availability and Disaster recovery product of Symantec. I have been involved in capturing user needs from the User research, tests and F24 (First 24 hour) sessions and turning them into wireframes and low fidelity prototypes (paper protos, excel, flash mockup). I have closely worked with engineering teams for keeping designed interaction model as close as possible. Research and development of tangible interactions fill the day apart from regular projects.

Nautanki.tv (design and development consultancy)

Nautanki.tv is a leading provider of television content (serials) on internet. My job was to design and develop a video player that suits the context of viewing TV content on web media keeping the spectrum of user profiles in mind. Outcome of the project was a video player with embedded content browser. The player can be seen in action at alpha.nautanki.tv

Webshar (design consultancy)

Webshar allows sharing of already present online content without registering with it. My role was to design information architecture and User Interface of the product.

Blazon - make, present, blaze

Blazon is a quick presentation authoring application designed and developed for rapid Portfolio presentation building The project done as an internship at IDEA Pvt. Ltd. went through researching the needs of employees of IDEA, conceptualizing and developing the final working application.

GUI Editor - graphical xml rule generator

GUI Editor gives a visual environment to develop the rules for data type transformation from one table to another for Telecom applications. The project aimed at providing an interface to allow the developers to generate error free rules (in XML) in short time span. The project was designed and developed in Flash at Tata Consultancy Services Ltd.

De Bono 24x7

De Bono 24x7 is a digital version of Lateral Thinking techniques and Six Thinking Hats proposed by Dr. Edward De Bono. I was a part of design and development team for this product at TCS Ltd. which is now available in market.

<http://www.debonothinkingsystems.com/tools/24x7/index.htm>

Skills

Programming : ActionScript 1.0, 2.0, HTML, CSS, Javascript, ASP, XML, AJAX, Processing

Hardware : Arduino toolkit, Microprocessor

Softwares : Flash (v5 to v8), Flash lite, Photoshop, InDesign, Illustrator

Achievements

Mahawar - Game Design bought by Funkskool, design registered by IIT Bombay

Coordinated different events in ICOGRADA 2007

Best Employee of the Month Award in TCS

Participated in All India National Integration Camp by NCC