

Education

Institute of Design, IIT, Chicago.

Master of Design Methods

Teaching assistant-Observing users, *Fall 08*
2007-2008

National Institute of Design (NID), India.

Graduate Diploma in Industrial Design

1999-2002

Center for Environmental Planning and Technology (CEPT), India.

Diploma in Construction Technology

1993-1998

Award

Elle Decor International

Student designer of the year. India 2002

Software skills

Adobe Creative Suite, MS Office, CorelDraw.

Research document and papers

Objects of Affection 2004-2005

Research and documentation for a book on tableware range designed by Eva Zeisel.

Hours in the Dark 2001

Colloquium paper on the influence of popular Indian cinema on the masses.

The Craft of Making Clay, Glass, Lac and Bone Beads in India 2000

Research document on the vast socially-integrated, indigenous craft of bead making.

Interests

Indian contemporary art, pottery, collecting beads, movies and food.

Objective

To secure a full time or contract position with a multi-disciplinary team solving complex issues applying human-centered design methods.

Experience

Conifer Research, Chicago, IL.

Consultant *March 2009 - present*

Led in-home interviews with client teams for an emerging market project focusing on consumer products. Collaborated with clients to identify patterns and key insights during analysis and synthesis sessions. Assisted in data re-mine and presentation creation.

City of Chicago, Department of Innovation and Technology, Chicago, IL.

Design Research and Strategy Intern *July 2008 - February 2009*

Introduced user-centered design methods to the Innovation Center.

Designed and coordinated prototype plan to address the problem of vacant buildings.

Collaborated with neighborhood organizations, nine city departments and the Mayor's office.

Innovation Methods, Research and Consulting, Chicago, IL.

Design Research Intern *November 2007- May 2008*

Led research project to identify the car buying motivations of Indian users.

Created research plan, conducted interviews in four cities in India, analyzed the data and presented the findings to international clients.

School of the Art Institute of Chicago (SAIC), Chicago, IL.

Visiting Faculty 2005

Conducted a course and student reviews for designed objects program.

Magpie International Ltd. New Delhi, India.

Designer 2002 - 2003

Designed a range of houseware products for international and domestic clientele.

Created technical drawings, designed molds, packaging and catalogues for marketing.

Successfully launched product range at the International Home & Housewares Show in Chicago.

United Nations Development Program (UNDP) - Khadi Village Industry Commission, India.

Researcher/Designer 2001 - 2002

Immersed in understanding lifestyle and production techniques of traditional potter communities.

Created cost effective eco-friendly design concepts that sustain the fading craft of pottery.

Tested final prototypes by conducting interactive workshops with traditional potters, personnel from Indian Railways and stakeholders.

Gayatri Potteries, Ahmedabad, India.

Design Intern 2000

Designed and developed a range of new products while minimizing product development and infrastructure cost.

Husain Doshi Gufa and Herwitz gallery, Ahmedabad, India.

Curator 1995 - 1999

Organized exhibitions and conducted workshops on art awareness, for a museum/architectural installation jointly conceived by eminent artist M. F. Husain and architect B. V. Doshi.

Volunteer work

Market place-Handwork of India, Evanston, IL. 2006

Designed a collection of home interior products for a non-profit working with low income women in slums of Mumbai, India.

Sunrise Assisted Living, Chicago, IL. 2008

Engaged and assisted residents through recreational games geared towards understanding social human factors.