

Apeksha Garga

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Objective

To obtain a full time job/internship and engage with an enthusiastic team of people curious about intractable social problems and addressing them using the user-centered design approach.

Education

Institute of Design, Illinois Institute of Technology
Master's of Design Candidate, May 2010

- > Current coursework includes Research and Demo - Recycling for the City of Chicago, Exhibit Design - Chicago Children's Museum, Advanced Communication Design - Consumer Maps, Research Methods for Product Development, Opportunity Identification
- > Past Coursework included Design Planning Workshop - Community Campaign for Violence Prevention, Data Visualization, Ethnographic Methods, Design Analysis and Synthesis, Human Factors, Problem Framing
- > Member of SocialID board, 2009
- > Design Research Conference Team, 2009

Cept University

Bachelors of Interior Architecture, Oct 2006

- > Coursework included Design Studio - Architecture and Interior, Furniture Design, Graphic Design, Secondary Research
- > Special Projects include Museum Design for Indian Cinema, Research dissertation on 'Envisioning Narratives: Understanding Memory in Memorials'
- > President - Student Council
Organized and hosted the first ever forum for schools of interior design in India, January 2005

Awards

- > Vastu Shilp Foundation Award of Excellence
Cept University, 2006
- > Parvatishankar Bhaishankar Award - The Best Graduating Student, Cept University, 2006

Work

IFMR Trust

Chennai, India

User Centered Research
June 2009 - Aug 2009

Design Research Consultant

- > Conducted qualitative user research using ethnographic techniques and observation studies in rural parts of south India; Analyzed data using design methods and frameworks and proposed design principles to guide smokeless cookstoves design concepts
- > Led and trained a team in design research techniques

Idiom Design and Consulting Ltd.

Bangalore, India

Experience Design + Brand Strategy
June 2006 - May 2008

Design Lead

- > Designed customer brand experience for World of Titan - Titan Industries, Pantaloon Retail India Limited - a Future Group Venture and the Indian Railways
- > Led a team from inception to implementation of all projects; conducted ethnographic research, worked closely with engineers to detail and prototype concepts, prepared bill of quantity and onsite execution timelines, managed site team
- > Interacted with leadership; conducted client workshops

Deepak Peters Design

Mumbai, India

Branding + Graphic Design
June 2004 - November 2004

Graphic Designer

- > Designed websites and created comprehensive wireframes communicating layout, information flow and brand imagery
- > Developed brands and their visual language for various ventures

Cept University

Ahmedabad, India

Research

Dec 2004 - Mar 2006

- > Created a research document on the topic 'Envisioning Narratives: Understanding Memory in Memorials'; developed a methodology to analyse the structure of narrative in architectural spaces through secondary research