

# Sriram Thodla

Chicago, IL | 617.785.7532 | Sriram.Thodla@gmail.com

**Summary** Expertise in product & service development strategy with a multi-disciplinary background including technology, business and design

**Education** **Institute of Design at Illinois Institute of Technology**  
Masters of Design, 2009 Candidate

**U.C Berkeley, Berkeley, CA**

Bachelors of Science, Electrical Engineering & Computer Science, 1997-2001

**Relevant Projects**

**Robotics Applications In Hospitals**

User Ethnography, Insight Development, Systems Analysis, Systems Prototyping

**Couchsurfing.org**

User Ethnography, Interviews & Observation, Insight Analysis, Concept Development

**Rethinking US Health care**

Industry Research, User Interviews, Large Scale Systems Design, Concept Development

**Wireless Presentation Remote**

User Ethnography, Industry Research, Competitive Analysis, Design Analysis, Financial Analysis, Design Synthesis, Concept Development, Prototyping

**Experience**

**Target**, Minneapolis, MN, Innovation Group Intern, 6/07-8/07

- Developed retail concepts for a section of the Target store using user ethnography & design analysis frameworks.
- Recommended merchandising and user experience improvements for a section of the Target store based on user ethnography and design analysis frameworks
- Created product concepts using the user centered innovation process

**AMR Research**, Boston, MA, Senior Retail Client Research Analyst, 1/04 - 12/06

- Provided product marketing and strategy advice for retail software vendors
- Designed and executed a retail ethnographic study to understand implications of technology deployments at the retail store
- Managed \$1.2 M of client base annually
- Published over 10 research studies on retail technology applications
- Experience in building relationships with C-level executives

**Watch360**, Saratoga, CA, Product Strategy/Co-Founder, 9/02 – 12/03

- Responsible for Co-Founding Watch360 using existing iMorph technology
- Responsible for product strategy and user experience (UX)
- Developed the Watch360 application UX using user research and analytics

**iMorph**, Palo Alto, CA, Product Development & Consulting, 8/01 – 9/02

- Led nine external consulting projects from concept to deployment
- Experience in needs analysis, application development, user interface design
- Developed the application user interface for Infominder.com, a current web offering from iMorph used to track information online

**Viacom**, New York, NY, New Product Development Internship, 6/98 – 8/98

- Helped evaluate new products for deployment within Viacom subsidiaries
- Assisted in rolling out SGI asset management software for MTV, Nickelodeon

**Coursework**

Design Planning  
Design Analysis  
Design Synthesis  
Product Design  
Communication Design  
Prototyping  
Production Methods  
Intellectual Property  
Economics of Product Design  
Cultural Human Factors  
International Business

**Skills**

3D Studio Max  
Photoshop  
Illustrator  
InDesign  
Flash  
PHP  
HTML  
CSS  
Javascript