

Rasika Madav

M.Des,
Interaction design,
IDC,IIT Bombay

"My expectations of other people, I double them on Myself"

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Education

Masters Interaction Design

Industrial design Centre, Indian institute of technology, Mumbai, India,
Expected Graduation : May 2009

Bachelor of Architecture

Late Bhausaheb College Of Architecture, Mumbai, India, first division
June 2006

Interests

Design research, User study methods, usability evaluation techniques, user experience design, interface design, web, Information architecture & visualization, typography, ergonomics & set design

M.des, Degree Projects

Home Budget application for Touch screen mobile stage 1 (4 months)

In this project I observed how people from different cultural, economical backgrounds do home accounting? What are the most popular methods adopted by families and their benefits? With this data I designed an application which will make money management easy and motivating for today's generation, also help them to get organised.

"Money planner" is a touch screen based application for mobile phone. It can guide user planning his budget as per his spending pattern & future expenses even when he is not taking any extra effort to do accounting for his expenses .Application is also updating him about current market & giving suggestions for the most beneficial deal for spending money.

Home Budget application for Keybased mobile phone stage 2(5 months)

In India the adversely affected mass due to recession is middle-class and lower middle-class group (93% of total population). My previous project "Home budgeting application" was limited to the touch screen mobile users who belong to rich & upper-middleclass society. Hence to reach masses it was necessary to make simplistic UI for different types of key-based mobile phones. Depending on the descending order of the resolution of the screen , how & which data will be visible to the user was a challenge. After doing heuristic of my previous product I redesigned U.I ., made working prototype and did usability evaluation of the product by recruiting users.

Project is in process...

Internship Project at Oracle

Guidelines for large screen display (1^{1/2} months)

System Management Products are often viewed on a projected displays in a control room. The UI needs of these displays is different from that of the display as seen on a monitor as many users are using it as a common reference to make decision ,work in collaboration and to avoid confusion.

The aim of this project was to propose a set of guidelines for projection-based display systems and optimize the 'Enterprise Manager 11g User Interface' based on these guidelines.

Interaction Design projects

Dear diary: Social networking Project I

The project was done in collaboration with Google on social networking.

Dear diary is a mobile application designed for dispersed group to keep them connected with their loved ones. One not only can keep input text but also can use the diary as a doodle pad, add multimedia content and store spoken conversations. Data can also be archived on computer.

Rozgar : Social networking Project II

Rozgar is an employment networking hub system which caters to the unemployed mass mainly residing in rehabilitated slum-sectors of the city. It is difficult for these people to find employment in the new locality and also to make optimum use of their time by doing multiple jobs.

'Rozgar' is a hub system where people can get registered to form a work network & system will update those regarding jobs as per their skill-sets, time and networking locality.

Yatri: Cognitive Interaction Project

Yatri is an interactive time representation on mobile phone for travelers.

'Yatri' not only serves as 'The best memory refresher' of the past tours (as it enables user to write and maintain a travel log on mobile phone) but also helps user to organize their present tour and share travel experience with friends. .

Heuristic evaluation

Heuristic evaluation of a ' windows wista inbuilt dvd writing software'

Usability evaluation

Usability evaluation of www.cricbuzz.com

User testing with Nokia cell phones to find out difficulty faced by user while using devnagari input.

Product design project

Spoon for visually impaired people

Designed special spoon for visually impaired people by analyzing problems faced by them while eating with regular spoon

Experience

Internship at oracle-bangluru (April - June '08)

Designed set of guidelines for projection-based display systems and optimized it for 'Enterprise Manager 11g User Interface'

Worked as a set designer at "Wizcraft entertainment pvt.Limited"(Jan - July '07)

Co-ordinating with client servicing & production team , Designing sets and seating as per user needs and budgets , Making screen prototypes & working drawings, Getting Site execution by giving feedback to layman to accomplish the task in time.

Clients:

Small medium enterprise Awards 07 ,Product launch for olay, sahara TV, Star Tv, Corporate events for Detusche bank, Barklays bank, Mahindra & Mahindra,Reliance.

Worked as an junior architect in Ratan J.Batliboi & Associates (July - Dec '06)

Marine Drive redevelopment project (Mumbai),Reliance Pipeline Project (security system and landscape) ; Interiors of UTV office ,Reliance office and residences

Computer skills

Macro media flash ,Swish max, dream weaver, Adobe Photoshop ,CoralDraw 3ds max, Autocad, Axure