

Vijay Pavan

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Objective :

To work on **User experience design, Strategic design** and gain practical exposure in designing user interfaces, interactive systems for diversified users and untouched domains.

Education :

- **Master of Design in Interaction Design** (M.Des 2007-09) from Industrial Design Centre (IDC), IIT Bombay; *CPI 8.2/10*
- Bachelor of Architecture (2003) from Sri Venkateswara College of Architecture, JNTU, Hyderabad; *62 %*

Academic projects at IDC :

- **Technology based system to support women Self Help Groups (SHG) of Andhra Pradesh.** Designed a **shared mobile based system - Pragathi** for easy financial transaction for SHG women whose main task is microfinance. Interface designed is based on colours, symbols, numbers and audio to communicate particulars related to periodical payments, upcoming loan opportunities and other financial data to illiterate, semiliterate users.
- **Social Networking Platform to Create Music Collaboratively.** Designed a web platform (**hum2jam.com**) on which a music enthusiast can participate in online real-time jam session with another one at a different location. Platform designed to fulfil diverse musical zeal of the stake holders which might get subjugated because of physical constraints in present music world.
- **Internship at Think Design, a User Interface Design firm, Hyderabad.** Usability audit of an alpha stage social networking platform whose target users were investors and entrepreneurs. Designed alert messages for a power distribution software. And Packaging design for toys created by rural artisans of Andhra Pradesh.
- **User testing for Hindi language input in mobiles** was conducted with semi literate, illiterate first time users and the mobile used was a Nokia phone. (*Group project*)
- **User studies & Contextual Inquiries of semi literate people** were conducted to identify problems while using English language based mobiles. (*Group project*)
- **Railway Driver's Cabin & Controls** - topic for interaction design seminar; studied the cabin design, process of operation, planning and zoning of controls & displays, driver's fatigue etc.

Architectural practice (Four years) :

- Architectural design, Interiors, Identity design and Project management were done for **Medilife multi speciality hospital** at Bhadrachalam, AP.
- Architectural design of housing complex consisting of 140 single bed room residential units for Vizag Urban Development Authority. (*Group project*)
- Led a team of architects for exploring, research and design in preparing project report for tourism development at Gandikota, a remote historical site in AP. *Kshethra Architects, Hyd.*
- Project architect for luxurious 8000 Sft residence for Goindi family at Neetibagh, New Delhi. *Abhimanyu Dalal Architects, New Delhi.*

Skills :

Prototyping, Flash, Action scripting, Adobe Photoshop, Illustrator, Auto CAD, Photography, Model making and Sketching.

Interests :

User centred experiential design, Strategic Design, Intuitive user interfaces, Cognitive science, Design of mission critical systems and Architecture.

Hobbies :

Photography, Travelling, Exploring remote areas & societies, Current affairs, Reading about politics and Participating in social activities.

Others :

- **Overall Placement Coordinator** for the department - IDC, IIT Bombay.
- Gave guest lectures at Colleges of Architecture, Hyderabad on Architectural design, Photography.
- Senior member of Saanthwana, a service organization of youth from Hyderabad working to uplift the lives of underprivileged children.

Achievements :

- Selected for PG program (2007-09) in **Strategic Design Management at NID, Ahmedabad.**
- Participating entry for Collectorate complex, Medak, AP was one of the three selected designs in a nationwide architectural competition. (*Group project*)
- Photos of Gandikota (remote historical and cultural site) were exhibited in Photography day exhibition - 2005, Hyderabad.
- Design Thesis in final year B.Arch (Designing Assembly & Secretariat for Uttaranchal state) was awarded 3rd position at University level.

Personal Information :

Date of Birth	:	23/07/1980
Languages	:	Telugu, English, Hindi and Urdu (learning)
Marital status	:	Single

Contact addresses :

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