

## Present Address

D1, 2nd Floor, Sector-12, Noida-201301, U.P. India

## Permanent Address

F32, Purbasha, Nayabad Avenue, New Garia,  
Kolkata-700094, West Bengal, India

## Objective :

As a visual/interaction designer, I would like to apply my understanding of communication design in making meaning applications & interactive systems for future needs of a global & a local audience.

## Education :

2004-2008	Graduate Diploma in Communication Design with specialization in ' <i>User Experience Design</i> ' from <b>Symbiosis Institute of Design</b> , Pune	CGPA Score - 2.41 / 4
2001-2002	D.O.E.A.C.C - ' <i>O</i> ' level qualified from <b>Mbit Computraining Pvt. Ltd.</b> , New Delhi	Grade Awarded - B
2000	C.B.S.E Higher Secondary Exam from <b>Tagore International School</b> , New Delhi	Scored - 72%
1998	C.B.S.E Senior Secondary Exam from <b>KV Andrews Ganj</b> , New Delhi	Scored - 59%

## Work Experience :

Mar 2009 – Present  
(1 year 11 months)

**Creative Head** at **Studio Brahma Pvt. Ltd., Noida** (A India TV Group Company)

- Acted as an UX design team lead for **www.kleeto.in** - a new online service.
- Lead the creative team on a internal campaign for **American Express**.
- Was the team member for the UI of an online fashion store. **www.femellafashions**
- Took a small workshop on creativity & innovation with **American Express** employees.
- Applied my knowledge of film-making on corporate film project for **BPTP**.
- Worked on many branding & print based projects for brands like **HealthSquare** etc.
- Was given the responsible to form a creative team.
- Made regular pitch presentations for various upcoming projects.
- Lead the Social Media team for planning & strategising **Social Media Marketing**.
- Designed many website interfaces :  
[www.prabirpurkayastha.com](http://www.prabirpurkayastha.com)  
[www.taniasethi.com](http://www.taniasethi.com)  
[www.woodsidedevelopments.com](http://www.woodsidedevelopments.com)  
[www.sngroup.co](http://www.sngroup.co)  
[www.enviroindia.in](http://www.enviroindia.in)

Dec 2007 – Feb 2009  
(1 year 3 months)

**Founder & Chief Coordinator** at **Samas Media Lab, Pune**

- Samas Media Lab was a communication/media hub focusing on design solutions, media production & social communication.
- Played an important role of team leader
  - Worked with clients across India like Counter Culture Records - Mumbai, Prajay Group - Hyderabad, Khaitan & Khaitan Co. -Mumbai, Blanco - New Delhi
  - Started an unique service called 'SphereDisc' - online disc making service for musicians.
  - Organised a music event called Road 2 Rock with 'Rolling Stone Magazine' as Sponsor.
  - Actively ran an online magazine called 'Samas Satellite' with 8-10 authors.
  - Got featured in Pune Times for our ideas on online music distribution.

Mar 2007 – Mar 2007  
(1 month)

**Workshop Trainer** at *Comet Media Foundation, Mumbai*

Conducted a workshop called “Web Wala” under Comet Media Foundation(Mumbai) for NGO workers/social activist to empower them with design & internet tools for online communication using all open source softwares.

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Oct 2006 – Feb 2007  
(5 months)

**Web / Graphic Design Consultant** at *Cluster One Creative Solutions Pvt. Ltd., Pune*

Worked as a Design Consultant for two projects at Cluster One.  
(1) Designed a series of Informative Posters for Tribal Product Development Project.  
(2) Information structuring & Design execution for a corporate website of a software firm.

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Jun 2002 – May 2004  
(2 years)

**Founder & Web / Graphic Designer** at *Studio Brahma, New Delhi*

Worked on some prestigious projects like Interactive Multimedia CD presentations on Jantar Mantar & North East India for **Indian Tourism Development Corporation (ITDC)**.

Handled complete print & online promotion work for India’s leading music band called **India Ocean**.

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Apr 2001 – May 2002  
(1 year 2 months)

**Freelance Web / Graphic Designer**

Worked as a self-taught web / graphic designer on various projects for small firms, NGOs & musicians.

## Key Projects :

### **kleeto.in**

kleeto is a online paper management solution. It is a web-based product.

#### **Roles & Responsibilities :**

As a UX design team lead, my role was to create a direction path for my team to design an UX based website. I applied 5S model of James Garrett and started with *affinity mapping* to extract this new idea and then initiated *contextual enquiry* to create models like *flow model*, *sequence model* with my team. *Personas & scenarios* were made to understand the user psyche & groups, and based on the observations, same was applied to *wireframes*. I had to be an integral member during the development & programming stage when the *final UI* was getting translated into functional designs.

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### **GenNxt & Innovators Club**

These are 2 internal campaigns to enhance the work culture at **American Express India**

#### **Roles & Responsibilities :**

As a creative head, my role was to present various interesting concepts & ideas for the campaigns to the client. I created a small Amex team and generated various concepts including teaser ADs to workshops ideas, discussion sessions, photography competition & many more. We finalised various concepts and executed them in 2 completely different visual language.

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### **femellafashions.com**

Femella is a Indian Delhi based Women’s Retail brand which aims at recreating the fashion standards and create a popular online space for this fast selling fashion brand.

#### **Roles & Responsibilities :**

This project was basically a re-design of existing website. As a member of the design team, my role was to first identify the issues in the existing website and then provide the valuable inputs in terms of user psyche & make the team understand the online buying process issues. The inputs given at UI level was from both buyer & seller point of views. I was also majorly involved in social media marketing strategies for this brand and actually helped them to achieve 3000 fan following on Facebook.

## **TalkTREE**

Talktree is a social expression tool (using audio) that acts as an enabler. It was conceptualised with the aim to build an idea which enables people in expressing & social networking without any barrier.

### **Roles & Responsibilities :**

This project was my self-initiated diploma project at Symbiosis Institute of Design, Pune. I started the project with a research in Web 2.0 and understanding the potential of social networking as an expression tool. Studied some of the latest web trends and then identified the problem of language barrier because 20% of the world population works on Internet. My role in this project was to do research, problem identification, concept generation, prototyping & identifying the future possibilities.

## **Activities :**

Consulting member of an Non-Profit organisation called "Peepal India"

Conducted a workshop for college students on "Creative Thinking" & "Design Process"

A student panel speaker at 7th CII-NID Design Summit 2007 in Bangalore on 'Biggest challenges for design in India'

Was part of the organizing team as a Student Coordinator for Design India Strategy Meet 2007 at SID, Pune.

Core Team member of SID's 1st annual college festival called 'Fundamental 2007',

Attended a workshop on storytelling & book design at ICOGRADA 2007, Mumbai.

Conducted a short workshop on storytelling for students of St. Peters School(Panchgani).

Conceptualized & coordinated a fund raising event called "Prayaas" for Tsunami victims during 2004 at Symbiosis.

Participated & won prizes in group discussion at school/college level.

Participated & won prizes in painting & art at school/college level.

## **Skills & Traits :**

Patience, Teamwork, Coordination, Organised & Good Communication Skills (Both Visual & Verbal).

**UX & Design Research Skills :** Contextual Enquiry, Wireframing, Information Architecture, Persona & Scenario based Designs, Task flow analysis, Heuristic Evaluation, Ethnography.

**Software & Applications:** Adobe CS4 Suite, HTML, CSS, Javascript, Final Cut Pro, Audacity, Keynote & Powerpoint, Wordpress, Comfortable in both Windows & Mac based OS

## **Personal Info. :**

### **Date of Birth:**

4th December 1982

### **Languages Known:**

English, Hindi and Bengali

### **Interests:**

Photography, Cognitive Psychology, Social Communication, Films, Technology, Music, Education, Design Research, New Media, Storytelling

## **Reference :**

### **Mr. Sharad Chauhan**

Deputy Manager (Industrial Design)

### **Whirlpool - Global Consumer Design, Asia**

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