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Suruchika Choudhary

National Institute of Design, Bangalore

Education

Current	:	Information & Interface Design (Completed PG Diploma Program in Design)
Institution	:	National Institute of Design, R&D Campus, Bangalore.
Year	:	2008-2010
Qualified	:	Bachelor of Engineering (Information Technology)
Institution	:	Kavikulguru Institute of Technology & Science (KITS, Ramtek), Nagpur University (Maharashtra)
Year	:	2004

Technical Proficiency

Programming Languages	:	**JAVA, Processing, C#**
Web Technologies	:	**J2EE, JDBC, EJB, JSP, JS, Struts, XML, HTML, CSS** (Basic)
Design Tools	:	**Microsoft Expression Design, Expression Blend 3, Deep Zoom Composer, CorelDraw X3, Adobe Photoshop, Adobe Illustrator, Flash** (Basic)**, Adobe Premier** (Basic)**, Action Script** (Basic)**.**

Interests

Information Visualization, Data graphics, Interface & UX Design
Historical Architecture & Art forms like painting and dance.

Work Experience

At **Infosys Technologies Ltd.** (3 years)

Project & Team	Duration (in months)	Tools/Languages	Responsibility
1. PepsiCo (SAP) ABAP Development Team	5	SAP IDE / ABAP	Ticket resolution & Bdoc monitoring
2. British Telecom (Clarify) Application Development Team	4	Eclipse / ClarifyCRM 13.1	End-to-end Pre-tests, Code Merge
3. Pfizer Global Pharmaceuticals Independent Testing Team	4	QTP, Load Runner	Performance & Functional Testing
4. Pfizer Global Pharmaceuticals Application L3 Support	5	Eclipse / JAVA	L3 Support, App development
5. UBS (EAI) BizTalk Support Team	7	MS BizTalk Server, SQL Server 2004, MS Office Visio	Environment Management, Test Support
6. Daimler Chrysler Application Development Team	7	JAVA, JSP, EJB, JS, XML, Servlets, Struts	App Development

Academic Projects

Information Visualization Project

Title : Distribution (& Destitution) of Tigers in India

Brief : The Project visualizes the distribution of Tigers in the Tiger Reserves in India along with the factors and issues that affect the survival of the species using a zoom-able and pan-able interface with on a digital map of India.

Key tasks :
- Extracting and compiling maps of all Forest reserves and sanctuaries in India into a single digital map.
- Detailed data collection on each reserve to point out factors affecting Tiger population (Source: Govt. Reports)
- Implementation using Microsoft Expression Studio tools, Visual Studio 2008 & Deep Zoom Composer.

Classroom Project

1) **Title** : Mobile apps for Information Workers **(Microsoft)**

   Key tasks :
   - User Research with selected Information workers group i.e. IT Professionals.
   - Data Visualization and identification of possible mobile apps based on their needs.
   - **Final concept on an expenditure sharing and managing utility for a mobile**.

2) **Title** : Media hub for tier 2/3 city middle class families **(HP Labs)**

   Key tasks :
   - Field Research with users in selected cities of Andhra Pradesh, interviews and Data collection.
   - Data visualization and analysis, identifying opportunity areas and needs of the community.
   - **Final concept on Community Radio implementation for the middle class family audience.**

Industry Projects

Internship Projects at July Systems, Bangalore (6 months)

1) **Title :** Interface & Interaction Design for an **iPhone App**, based on concepts of the book 'The Power of Who'

   Client : Bob Beaudine (Author of the Book) – U.S.A.

   Brief : The book advocates traditional ways of networking through friends and family to achieve ones goals in life, and thus defines a system to maintain and nurture personal and important relationships in midst of our busy lives, which was to be implemented into the iPhone App.

2) **Title :** Designing for **WAP sites, Blackberry App and iPhone site** for Discovery Channel and its properties

   Client : Discovery Channel

   Brief : WAP site design was carried out for 8 properties of Discovery Channel, while Blackberry App and iPhone site was for Discovery Channel only.

Key Responsibilities for both above projects :
- Building Information Architecture, Sitemaps and defining interaction workflow
- Designing detailed Wireframes
- Design involvement into mock-up and code development.

Personal Details

Date of Birth : 24th March 1983

Marital Status : Single

Father's name : Shri. Ramanuj Choudhary

His Occupation : I.F.S (Govt. Service)

Hometown : Nagpur (M.S.)