

## CURRICULUM VITAE

**Name :** Adita Roy  
**Contact :** 08981351997  
**Email :** [aditaroy@gmail.com](mailto:aditaroy@gmail.com)  
[aditaroy@yahoo.co.in](mailto:aditaroy@yahoo.co.in)



**Permanent address :** 55/13, East Sinthi Road,  
DumDum ,Kolkata – 700030

**Contact ( res) :** 033-25484594

**Degree:** M.Des. ( year of passing 2009)

**Areas of interest:**

Graphic design: Logo design, Brand identity, Game design  
Interaction design, Usability, Web design ,Product design

**Personal skill:** working in team, organizing and leading a team, strong in ideation, market and user research, self motivated to innovate

**Computer skill :** Auto CAD , Photoshop, Rhinoceros, Flash, HTML,  
CSS, Corel Draw, Dream Weaver

**Hobbies:** Reading, writing, sketching, model making, photography, traveling

**Educational background:** 10<sup>th</sup> (West Bengal Board), 84% , 1999  
12<sup>th</sup> (West Bengal Board), 59.3% , 2001

B. Arch. ( Jadavpur University, Kolkata) 70%, 2007  
Masters in Product Design, IIT Kanpur CPA 8.44

**Courses covered:** Design principle  
Design practice  
Management and innovation in design  
Design , culture and society  
Design and CAD application  
Design methods ( UCD,TRIZ, Axiomatic design)  
Material exploration

**Workshop attended:** Animation workshop conducted by Prof. from IDC ( IIT B)

Interaction Design, conducted by delegates from Oracle

Strategy and branding by Manoj Kothari ( Onio Design)

Design and aesthetics, conducted by Shoubhik Dutta (E Mantras)

VLFM (PD6) a design and management workshop with students from IIMC, conducted by Prof from Helsinki University, Finland.

**Summer internship:** 2 months summer internship from May '07 to July '07 in Think Design, Delhi

Projects involved: Remodeling of public telephone

Designing of cosmetics display unit, for a brand, UK

Stylizing of washing machine and refrigerator of a premium brand, India, Designing table lamp for a premium life style store chain, India

**Professional experience:**

6 months of training in Architecture firm (Kothari & Associates, Kolkata) in 7<sup>th</sup> semester of Architecture course.

Proposed design for school building for Bal Bhavan (school for spastics children), Kanpur.

**A brief on thesis project:** class room design for children with Cerebral Palsy. The aim is to propose class room with remodeled and suitable furniture, color scheme, teaching aids to accommodate these 'special' children in a comfortable environment.

Visited Indian Institute of Cerebral Palsy, Kolkata. Participated in class activities for a week.

**Project :** Designing a social website for the farmer of Uttar Pradesh, a research based project in IIT Kanpur.

**Achievement:** Paper written on information design strategy has been selected for publishing in GloGft'10 International Conference, Tokyo.

**Current work:** Designing website, brochure, poster for a company.