

RESUME

SACHIN RATHI

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Mob: +91 - 9810312490 (Delhi), India

Career Objective:

Understand User Expectation -> Get Insights -> Find Design Opportunities

Interested in Experiential Design, Service Design, Interface and Interaction Design, System Thinking, Product Automation, Strategic Design Management.

Professional Qualification:

June 2007 – Dec. 2009

- **Post Graduate Diploma in Design for Digital Experience** from National Institute of Design (NID), Bangalore **GPA – 7.3 / 10.**

June 17th Aug 06 – 20th Sep. 06

- **SAP R/3 (Version 4.7) training on Implementing Sales & Distribution** from Centre for Development of Advanced Computing (CDAC), Noida

Jan 2004 – Dec 2005

- **Post- Graduation Diploma in International Business (Correspondence)** from IGNOU

June 2003 – Dec 2004

- **Post- Graduation in Management Program-Production (Full-Time)** from Pearl Academy of Fashion, New Delhi with **Merit.**

June 1999 – July 2002

- **Bachelor of Computer Application (Full- Time)** from I.M.E., Sahibabad affiliated with C.C.S. University, Meerut secured **76.5%.**

1999

- Passed **XIIth** examination from S.S.L. Jain, Vidisha affiliated with M.P. Board got **60.4%.**

1997

- Passed **Xth** examination from B.P.S. Bhiwani affiliated with I.C.S.E. Board got **64.2%.**

Work Experience:

M/S Zaupen LLC, Green Pigeon Design, (Nov. 2009 – Till Date)

M/S Servitium, Noida (Feb. 2010 – Till Date)

Freelancer User Experience Design Consultant

Industry: IT & Design Consultants

Responsibilities:

- Understand the user need and meet the expectation with the help of design process.
- Create Scenarios, Task flow, IA, Interaction & Interfaces Design for Website and S/W.

M/S Vaishali Design Studio, Noida (June 2005 – May 2007)

Merchandising and Marketing

Industry: Home Textile and Accessories Design House

Responsibilities:

- Building relationship and Product Presentation to the client.
- Give **Technical consultancy** and budgeting to the System.
- To make **reports, production plan, ensure quality product**; delivered to the end users.

M/S Texsoco Incoporate, Gurgaon (June2002 – July 2003)/ (Jan 2005 – May 2005)

Sales and Technical Support

Industry: CAD/CAM Industry

Responsibilities:

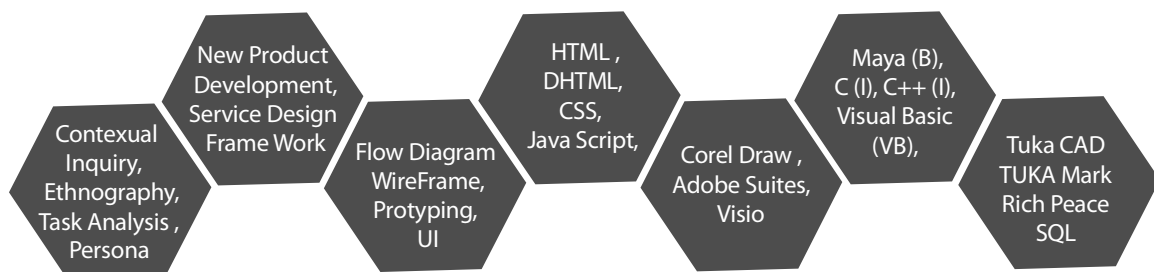
- Pre-Sales and Post-Sales Inquiry
- Demonstration and Technical support for the CAD/ CAM systems.

Project Experience:

- **Service Design Sponsored By NID-IBM.**
- **Airport System for Domestic Airport.**
- **Image Explorer - The Interaction Pattern for Image Archive**
- **Branch Banking Simulator for training the Bank Employees**
- **Branding & website for the firm Jaiho Market , Zaupen, Ardour, Green Pigeon Design**
- **Data Visualization for Performance Matrix and work flow.**
- **Communication Device for Elderly People.**
- **Develop the concept for Depositing online bill with the help of existing systems.**
- **Designed the IA, User Interface for many projects like TV Remote, Expediential Teaching, Kiosks, Training Different Departments, Games, websites.**

Computer Knowledge:

Familiar with the Operating System used on PC like WIN9x, Linux well verse with Microsoft office.



Hobbies & Extra Curricular Activities:

- Actively participated in various cultural and sport activities.
- Organizer of eye donation camp in the college.
- Planner for the half -yearly Annual General Meeting of VDS - 2005.
- Playing Table Tennis.