

Usha Singh

04usha@gmail.com
Contact: 09654486970, 09731224804

Design Research | User Experience Design | Service Design

Educational qualification

Post-Graduate Diploma Programme in Design (PGDPD) 2007-2009: **National Institute of Design** R&D campus, Bangalore, INDIA

Bachelor of Computer Applications from **Mother Teresa Institute of Management** (GGSIP University), New Delhi, INDIA

Working Experience

Worked as an UX Designer with **Nokia Emerging Market Services**

Area of work: Interaction Design, Comparative Product Analysis, usability design service offering by Nokia

Worked with '**360 Degrees, Times of India Group, Alternate Brand Solutions Ltd.**' as a consultant

Area of work: Research, Develop concepts, drives the design into final product according to project requirements

Worked with '**Goyal Brothers Publication (NCERT publisher)**' as Graphics Designer

Area of work: 3D modeling and graphic design on e-learning projects

Duration: Dec 06 – May 07

Skill Set

Interaction Design: Persona Development, Task Flow Analysis, Story Boarding, Wire Frames, Prototype Development (low fidelity & high fidelity), Visual Design, Competitive Analysis, etc.

Design Research & Testing: Ethnographic Study, Surveys, Questionnaires, Heuristic Evaluation, Individual Interviews, Statistical Analysis, Experiment Design, Contextual Inquiry, Formal Usability Testing, etc.

Software skill: AutoDesk 3Ds max, AutoDesk Maya, Adobe Photoshop CS4, Adobe Flash CS4 Professional, Corel Draw X4, Adobe Illustrator, Adobe InDesign, Adobe Aftereffect, Adobe Premiere, flowella.

Projects undertaken

NOKIA, Bangalore (Aug 2010- Dec 2010)

Research and Interaction Design

Competitor Product Analysis for UX benchmarking. The purpose is to study the user experience of competitor product (VAS) in order to support the design of Nokia Life Tools. Analyzing and benchmarking these competitors from UX perspective and which helps us understand the pros & cons of competitor offerings.

To design and draft an Interaction Dialogue for a SMS based Healthcare service "Live Healthy" for men and women. For use case: user start using service, setting gender, age, location and language.

Mobile Tourist

To design a application for tourists, which helps in exploring new places while travelling. The main objective of this application is to create a smooth interaction between the user and the system.

360 Degrees, Times of India Group

Whirlpool

Message for dealers from given theme 'metamorphosis'- Whirlpool lunches new colors of refrigerator in the market. To makes brand more interesting and interactive, ie, witnesses the positive change, new beginning, new horizon what whirlpool has to offer.

Academic Projects

Diploma Project

Digital Assistance for Rural Health: Pre and Post Natal Care. This would involve understanding their behavior (acceptance & utilization) towards technology and identifying their needs & desires. Also, exploring existing services, products & technology in the market to come up with better design patterns.

User experience design

Developing website for NID retail outlet (NIDUS)- by implementing user research, web usability, usability evaluation, Information Architecture, Interaction Design.

Design an iPhone optimized site for NDTV and to come up with a hierarchically ordered feature list and a high level user flow diagram to show how the users will visit the pages.

Edutainment

Designing an e-learning module to learn photography for developing visual sense of the user. Understanding and implementing the process, content, medium, documentation and a prototyping.

Product Design

To design High-end Digital Food-ordering Table-Top for Restaurants. Module Covering form, function and also HCI and cognitive ergonomics of digital product.

Hobbies

Photography
Traveling
Music
Play with color
Scribbling

Personal Detail

Date of Birth:	4 October 1981
Gender:	Female
Nationality:	Indian
Marital Status:	Single
Languages Known:	English and Hindi