

Angeline Bhavya

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I'm interested in using information and interaction effectively and aesthetically to create meaningful experiences for people.

EDUCATION	2009-2011	Post Graduate Diploma, Information and Interface Design NID R&D Campus, Bangalore
	2002-2006	Bachelor of Engineering (Computer Science), Visveswariah Technological University
EMPLOYMENT	Jan 2011 - June 2011 eBay India Product Center	User Experience Design Intern Designed on developing a product-based experience for Video game sales on a proposed vertical - games.ebay.com
	Sept 2006 - May 2009 Mindtree Ltd.	Software Engineer Developed and maintained web applications based on Java under the Travel Domain. Clients include a world-class Car Rental company, and a Port Authority. Acted as onsite facilitator in the process of scheduled production releases as well as strategic application enhancements.
SKILLS	RESEARCH	
	INTERACTION DESIGN	
	INTERFACE DESIGN	Observational & Contextual Inquiry, User Research, Personas, Scenarios, StoryBoarding, Research analysis and concept generation, Information Architecture, Prototyping
	SERVICE DESIGN	
	INFORMATION DESIGN	
TOOLS	VISUAL DESIGN	
	SOFTWARE	Illustrator, Photoshop, InDesign, Pencil (GUI Prototyping tool)
	LANGUAGES	HTML & CSS , basic javascript, Processing, Java
PROJECTS	Redesigning Driver Interfaces of Radio Taxicabs (Industry Project for Bosch India)	Research in the area of Radio cabs in Bangalore, to arrive at a research report as well as concepts for the Driver Interface based on information needs of the Taxicab driver and the passenger(s).
	Ting.com-A Business Model for Music Acquisition on the internet (Industry Project for Microsoft)	Worked on a research project involving music on the internet with focus on acquiring music as a user. Proposed a business model based on field research and literature survey.

'Jeevika' Employment assistance through mobile networking	A mobile based networking service that connects job seekers from India's large informal sector (BoP) to middle- and upper-class Indians (ToP) looking to hire services to meet their needs.
'Bing School' Decision Engine for Academic Resources (Industry Project with Microsoft)	A decision engine for Higher Secondary school students in Indian context to find appropriate academic resources online on Bing.com.
'Textpedia' An online textbook companion	An online application to learn secondary school subjects. Focuses on a learner-driven, divergent approach to learning.
'Bhoomi' A sustainable solution for Waste Management	Worked on a waste management project to study the lifecycle of waste within the IIT Kanpur campus and design models for maximal utilization of waste materials.
The Universal Sink	Worked on universalizing the sink or wash basin for use by all. This involved research as well as some acquiring knowledge of Ergonomics and Anthropometry.
Researching Underground Water in Bangalore	Field research, analysis and concept generation related to Water issues in Bangalore city, as part of the Design Concepts and Concerns course in the foundation semester.
Wayfinding and Signage for Cubbon Park, Bangalore	Studied the cognitive map of the park and came up with signage design and positions for the same, as well as other collaterals to enhance the experience of the park.
Vernacular Typography calendar	Worked on a group typography project aimed at celebrating regional letterforms of India, I focussed on the Kannada language for this project.
Illustration	Illustrated for the Children's supplement of DNA Newspaper.
Editorial Design	Worked as sole design contact for Offbeat online magazine of Sattva, a Bangalore based social organisation. Worked on the concept and layout for the same.

ACTIVITIES

Involved in the Core Team for the IxDA (Interaction Designers Association) Bangalore Student Chapter launch, the first student chapter of its kind in India.

Participated in the USID Gurukul workshop 2010 at IIT Kanpur, where I worked on a Waste Management System with design students from other colleges.

Attended the 'Designing for Children' conference held at IDC, IIT Mumbai.

Attended the 'India HCI' conference held at IDC, IIT Mumbai.