

# J SREENIDHI

## ARCHITECTURE + DESIGN

A creative individual driven towards solving problems with design as the core and curating meaningful experiences

### CONTACT

- 91+ 8056104913
- sreenidhi.des@gmail.com
- Chennai, India
- <http://sreenidhiyakumar.github.io/>
- [linkedin.com/in/sreenidhi-jai/](https://www.linkedin.com/in/sreenidhi-jai/)

### EDUCATION

#### bachelors in Architecture 2018-2023

Measi Academy Of Architecture  
CGPA - 3.2/4

#### schooling Graduated 2018

P.S Senior Secondary School  
89% in 12th boards

### DESIGN

-Concept sketches -visual design -logo design -iconography -architectural drawings -render drawings -storyboarding -layout design -wireframing -prototyping

### RESEARCH

-user research -information architecture -interviews -historical study -journey flows -heuristic evaluation -empathy mapping -user personas -design thinking -innovations in design

### TOOLS

Adobe creative suite( illustrator, photoshop, Indesign, XD) , CAD, Sketchup, parametric design tools ( Rhino, grasshopper ), Rendering ( lumion), figma, storyboarding (miro),HTML

## 01

### WORK EXPERIENCE

#### WHITE ANT STUDIO, AUROVILLE, TAMIL NADU august 2022-december2022

- Developing low-fidelity architectural drawings into high-fidelity wireframes.
- Maintaining the design journal of the different commercial and residential projects

#### TRANSFORM ARCHITECTS, CHENNAI, TAMIL NADU December 2020-February 2021

- Conceptualising user-friendly ideas and space requirements for a commercial hotel design along with story boards.
- Maintaining project workflow and management assisting the chief architect.

#### FREELANCING PROJECTS, CHENNAI, TAMIL NADU from April 2021

- Positioned home-interior design solutions to 3 clients by generating detailed 3D visualization in SketchUp and developing high fidelity renders

## 02

### PROJECTS

#### NATIONAL INSTITUTE OF FASHION TECHNOLOGY - STUDENT CAMPUS DESIGN

- site survey with contextual analysis to introduce concepts for collaborated practical learning environment.
- case studies were done to understand the planning aspects and build a prototype version involving multiple iterations.
- Creating models and videos for presentation to the jury
- Creating walkthrough videos to enhance the visual experience of storytelling, designing, and curating the information flow.

#### MIXED-USE: COMMERCIAL + OFFICE

- Research on spatial planning of office space and commercial space that focuses on using the advantage of the site in its conceptual core.
- Developed and documented the design process
- Adopting online research technology for the design and research process.

#### DISSERTATION PAPER - VIRTUAL REALITY IN ARCHITECTURE

- Interpretation of Virtual reality and data development on its influence in the architectural and construction industry.
- Conducted research and surveys with the users to dive deep into providing solutions to increase the user and designer experience.
- Understanding the concepts and structure of research papers and efficient usage of resources.

#### URBAN DESIGN - AMBUR DEVELOPMENT PROJECT

- User interviews, collecting reports, and developing on-spot analysis
- Ideated architectural innovations for the town on a macro to micro scale for a thriving area
- Designed, prototyped, and collaborated with multiple urban development groups

#### CMDA SURVEY PROJECT

- An ethnographic study to analyze, understand and visualize user behavior in various situational adversities within different kinds of households of varied functionalities.

## 03

### DESIGN COURSES

#### ONLINE ( Coursera, Udemy, Accenture)

1. INTRODUCTION TO USER EXPERIENCE DESIGN
2. INTRODUCTION TO USER EXPERIENCE PRINCIPLES AND PROCESSES
- 3.WEB DESIGN: STRATEGY AND INFORMATION ARCHITECTURE
4. WEB DESIGN : WIREFRAMES TO PROTOTYPES
5. VISUAL ELEMENTS OF USER INTERFACE DESIGN
6. ACCENTURE FUTURE LEARNING

#### OFFLINE ( Architecture Coursework)

1. MODELLING SOFTWARE  
CAD, SKETCHUP, RHINO, GRASSHOPPER
2. MEASI BLACKOUTT  
INNOVATIVE TECHNOLOGY IN THE DESIGN PROCESS  
TECHNOLOGY IN ARCHITECTURE