

Nandhagopal Gopalsamy (App ID: IU002082958)

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Educational Background

- B.Tech - (2004 - 2007)
 - Electronics and Communication (CGPA 7.1667)
- PG Diploma in Design, Information and Interface Design (Equivalent to M.Des)
 - Information and Interface design (2010 -12)

Work Experience

LEAD DESIGNER (Present - 2013)

Inmobi

- Worked on an android app in the commerce space. The app was about helping millennials discover ecommerce products using video platform. Area of focus was interaction design, visual design and user testing.
- Designed and co-led a team of 3 in re-defining and designing the mobile ad experiences increased conversions to 4X.
- Designed and prototyped self-serve web portal that focuses on automating offline onboarding of developers.
- Involved in service design project, focussed on user research and focus groups to propose a new plan for targeting mobile ads.

SENIOR INTERACTION DESIGNER (2012 - 2012)

Paypal

- Worked on ios app focusing on credit card scan/authentication modules with an aim to simplify documentation process for small and medium online merchants who were using Paypal payment gateway.
- Worked for onboarding user into the paypal system.

DESIGN INTERN (2012 Jan' - 2012 June')

FUSEBI - Design Studio

- Worked with an auditing firm on a patented idea to make auditing completely self serve.
- Worked on a project called LIFafa for crowd sourcing process automation.

SUMMER INTERN (2011 June - 2012 July)

Srishti School Of Design

- Summer internship - Worked in Shrishti school of design to build visualization tool to visualise censor date.

- Worked on synthesis to produce music.

USABILITY ANALYST (2007 June - 2010 June)

Bank of NewYork Mellon - inautix Technologies

- Primarily worked on all trading platforms both web and desktop softwares.
- Worked on interaction design and user testing for the online trade system to resolve trade breaks.
- Worked on online balancing systems that resolved trades with an area of focus on user research and interaction design.

RESEARCH ACTIVITIES

Ethnographic Research: Music in Patient Care

Being trained in Indian classical music, this project gave me an opportunity to understand how music (raagas) can effectively help in patient care. The methodology comprised of literature survey and use of music for patients' post-surgery care, including an analysis of the perception of all stakeholders (doctors, surgeons, staff members, patients and their family members). Here, I also explored the role of ambient music and appropriate light music performances for patients with a psychological distress/ailment.

The research was conducted across various private and government hospitals in three Indian cities - Bangalore, Gurgaon and Chennai. The inferences of ethnographic research point to a few opportunity areas, going beyond conventional notions of Music Therapy in India. This project helped me understand the use of Indian Carnatic music and its influence in palliative care. Explored the softer side of design and medicine. The research process and a poster reflecting and summarizing was presented in NID symposium at NID Paldi as part of HCI conference.

PATENT

A Method And System For Constructing User Profiles (4191/CHE/2014) - I was able to patent and propose new interaction and design experiments to aid in better understanding of mobile users. Based on the research conducted across various user segments I was able to build new interaction in mobile ads that can be used to form cohorts based on users feedback and target wider audiences.

Summary of Skills

- Programing
 - HTML CSS
 - Javascript
 - Processing
- Graphic Design Tools
 - Adobe Photoshop
 - Adobe Illustrator
 - Adobe After Effects
 - Adobe Dreamweaver
- Prototyping tool

- Framer
- Invision

Skills

Design Investigation

- Design Thinking // Branding and Marketing // User-Centered Design // User Experience Research // User Experience Design // Usability and Accessibility Evaluation // Information Architecture // Wireframing // Prototyping // Visual Design

Design Evaluation

- Card Sorting // Usability testing // Heuristics // Focus Groups // Think Aloud

Others

- Workshop Facilitation // Mentoring // Sketchnoting

Volunteering and Other Activities

- **Dfrost, NID Design Fest President (March 2012)**- I was responsible for conducting inter college design fest. I was managing a team of 30 students under different departments. I was also personally responsible for the marketing and design team responsible for the logo, website, print credentials.
- **IXDA Bangalore student chapter (Nov'2010)** - I was student volunteer helping taking care of the marketing and sponsorships.
- **TEDX Bangalore volunteer (Feb 2012)** - I was travel spoc responsible for leading a team 10 I was the hospitality SPOC. I was hospitality spoc responsible for stay and travel of all the speakers and students.
- **Online Courses** on user research, graphic design, sketching and calligraphy classes in skillshare online learning platform. I spent a month for each course and at the end of each course I had completed a project specifically on each topic.
- **Still water - Leadership Program** on how taking an "ownership" mindset, difference between feedback, judgment and advice; when to use which of the above and how to give feedback in a manner that generates least resistance from the listener. The program is aimed at taking the leadership to the next level they do not need to change their personalities.
- **Conducting pro-bono design consulting** and design thinking workshops for early startups called Sparrows - Bangalore.
- **Sketching**: Interested in still life sketching and cartooning characters.
- **Music and Singing**: Formally trained and participated in TV shows.
- **Sports** -
 - Carrom (corporate tournament winner), office sports meet Inmobi 2014'
 - Badminton and Swimming.