

# Riken Patel

Interaction Design, IDC IIT Bombay

riken312@gmail.com  
+91- 887 9801 937  
www.riken312.com



## Education

### Master of Design – Interaction Design

IDC, Indian Institute of Technology, Bombay (July 2015)

### Bachelor of Engineering – Electronics & Communication

G H Patel COEP, Gujarat Technological University (June 2013)

## Work Experience

### User Researcher II, Flipkart , Bangalore

Role: Worked closely with design and product team to get user insights on consumer facing products. Research work includes concept testing, need finding, user modelling, user testing etc. Experience of working with various platforms-app/website and methodology with special focus on evangelising user-research

#### Redesign of Flipkart.com website

Audited current website, carried out competitive analysis, conducted 30+ user interviews in multiple rounds, synthesised insights, collaborated with product managers and designers, prototyped and tested with users, identified and rectified specific flaws after launch

#### India Specific Research

An attempt to understand Flipkart's next wave of customer from Tier-1 cities by analysing their current need and constraints in terms of internet consumption and use of smartphones

#### Understanding Flipkart's top customers

Conducted 10+ Focus Group Discussions with 50+ participants to understand top-customers for flipkart and identifying their need and pain-points

Evaluated various product constructs like referral, lifestyle shopping, loyalty program by user studies with target audience

### User Researcher I, Flipkart, Bangalore

Was involved in number of projects on the seller platform, did pilot of "Nearby" app (grocery shopping app ), tested viability of localised version of consumer app etc.

### Intern, Visual Juju (Synapse), Goa

Conceptualization of Customer Experience Center for Tech Mahindra including Information Architecture and Content Design (Pilot Project)

Design and execution of Interactive Kiosk with face recognition for 'Ctrl S' at Premier 100 event, Pune (Live project)

## Areas of Interest

HCI Research  
Design for Indian Needs  
Tangible User Interaction  
User Experience Design  
Service Design  
Physical Computing  
Game Design  
Kids and Technology

## Skills

### User Research

Contextual Inquiry  
Shadowing  
Affinity Mapping  
Heuristic Evaluation  
Usability Evaluation  
Persona, Scenario Creation

### Interaction Design

Mind Mapping  
Ideation & Concepting  
Rapid Prototyping  
Interaction Sketching  
Service Blueprinting

## Software

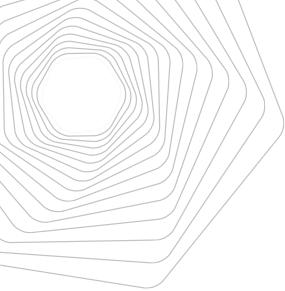
Sketch  
Adobe Illustrator  
Adobe InDesign  
Invision

## Programming

Arduino (Advanced)  
Processing (Advanced)  
C, C++ (Intermediate)  
HTML, CSS (Basic)

## Electronics Hands-on

Sensors and Actuators  
Micro-controllers  
PCB & Circuit Design



## Academic Projects

---

### Tool for accessing signs and symbols from India

An interactive web-app which allows user to browse Indian sign & symbol by graphical, semantic and other pragmatic attributes. (Project Sponsored by 'D'source', currently under development and can be viewed at: <http://www.dsoucre.in/tools/trinetra/home.php> as on Dec 2016)

### Design opportunities in 'Multigrade' schools in rural India

Prepared worksheet based activities to enable collaborative learning among peers of multigrade class with grade 3 and 5 in mathematics. Publication in IndiaHCI 2015 can be accessed at: <http://dl.acm.org/citation.cfm?id=2835975> as on Dec 2016

### Imitator- A helping hand

Designed and fabricated an animatronic hand that mimics the gesture of actual human-hand in real time through wireless link

## Publication

---

### "Design Opportunity for Learning Aid in Multi-grade Schools in Rural India"

Published in ACM

Selected at India HCI 2015, Guwahati