Rohan S. Vijay

Bachelor Of Design
Prefinal Year | Fifth Semester
Indian Institute Of Technology Guwahati

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Interests

Interaction Design, Human Computer Interaction, Design Methodology, Game Design,

Work Experience

Serious Game Design Research Internship, TU Delft University Netherland
(May-August 2014)

Mentor: Professor Dr. Natalia Romero (Remote Intern)
Study of various energy sharing systems (smart grid, mini grid, micro grid, traditional grid) and design of a serious game platform to observe how different sharing energy scenarios representing scarcity and abundance may trigger reconfiguration of practices around energy between neighborhoods. Tasks involved were literature study about various energy sharing systems, paper prototyping and evaluation of existing concept, design and conceptualization of new simulation, information architecture and wireframes of the final concept.

Researcher, Embedded Interaction Lab in collaboration with Samsung R&D Bangalore
{May-July 2014}

Mentor: Prof. Keyur Sorathia, Department of Design IIT Guwahati
Working upon a project on "Accessibility Mobility" under the guidance of Prof. Keyur Sorathia in collaboration with Samsung R&D Bangalore. The project has just begun and initial exploration involves thorough ethnographic studies and user research

User Experience Design Internship, [x] Cube labs, Hyderabad, India
(May-July 2014)

Mentor: Mr. Supreet Singh, Manager Design
Design and conceptualization several in house and client based android and ios applications, and usability evaluation and redesign of existing applications. Tasks performed were competi-

Research Presentations

Rohan S. Vijay and Dhvanil Patel."**Calibrated colour scale (palette) based on various emotional states and its further application in interactive media**" presented at British Conference of Undergraduate Research 2014, University of Nottingham, United Kingdom.

Projects/Competitions

Stanford Longevity Design Challenge: Communication System Design for Elderly
Keywords: User Research, Interaction Design   (Sept-Oct 2014)

 A very minimalist mobile device is designed for elders to help them communicate with caretakers during emergency. Further, an android application was designed caretaker through which the caretaker can communicate with elderly and also use other features incorporated in it. Research on effects of color psychology and design of expense manager application based on results of research

Research on inter-relation between color psychology and emotions.
Category: User Surveys, Programming, Design Research   (Dec 2013-Feb 2014)

Conducted study with over 150 subjects, to study the inter-relationship between colors and emotions. Experiment was carried out in two groups, control group and emotionally charged group. Statistical analysis of the experiment helped us to develop a gradient scale of color depicting the extremes corresponding to each emotion.

Redefining Emotions - Humanizing Non Living Entities
Category: Interaction Design, Programming   (June 2014-ongoing)

Prototyping a miniature LCD based device that will be fixed on every plant pot kept inside home and it will display three emotions, 'happy', 'normal' and 'sad'. Emotions displayed will be monitored depending on the needs of the plant, through temperature and moisture sensor fixed in the plant. Once the prototype is developed it will be deployed and its impact shall be critically evaluated.

Honeywell Aero Design Challenge: Electronic Checklist System.
Category: Experience Design, User Surveys, Usability   (Jan 2014)

Designed and conceptualized an Electronic Checklist System for aircraft cockpits after thorough user research and brainstorming. Data from previous flight accidents and pilot interviews were carefully analyzed to create a system which would migrate the current paper based checklist to electronic checklist system.

Techniche'14 website:
Category: Interaction Design, Information Architecture   (Jan- March 2014)

One of the major task was to organize details of over 70 events which are held during the fest. A comprehensive study was done and a structured information architecture was created after performing user surveys and card sorting. Performed user testing against paper prototype and applied insights to concept validation and design improvement. Strong graphical user interface in conjunction was created give a festive outlook to website.

Education

SPI- 8.50/10 (4th Semester)
CPI- 8.05/ 10 (Rank 5 / 42)
CBSE 2012 (stdXII)- 92.6 %
CBSE 2010 (stdX)- 9.8 CGPA(~93%)

Design/Research Skills

User Research/ UserStudy, Brainstorming, Mind mapping, Contextual Inquiry, Guerrilla Research, Persona Building, Information Architecture, Wireframing, MockUps, Prototyping, Digital Illustrations, Sketching, Storyboarding

Software Skills:

Adobe Creative Suite
(Photoshop, Illustrator, InDesign,
After Effects, Flash, Audiobooth)
Solid Edge, Balsamiq, Final Cut Pro,
Blender, SketchUp.

Programming:

HTML/CSS, Python(basics)

Positions of Responsibility:

Head, Lecture Series and Pronites, Techniche'14 (Sept'13- present)
Leading a team of 9, to organize one of the biggest Lecture Series of the nation during Techniche'14.

Student Internship Representative, Design Department Aug'14- present)
Responsible for contacting companies for industrial internships and preparing students for recruitment process.

Core Team Member, Brand Communication and Creatives Team, Techniche'14 (Sept'13 - present)
Responsible for creating website, posters, banners, fliers and videos for promotion for festivals throughout the nation.

Achievements/Co-Curriculars:

Percentile Score of 99.5% in IIT JEE-2012

Selected amongst 50 students to attend USID Gurukul 2013 at IIT Kanpur

Volunteer at Typography Day 2013- an International Conference on Type, organized by IIT Guwahati.

Core Organizer Prayukti, an exhibition by Sophomores in the DOD, IIT Guwahati