RESUME

HEMRUCHI SHAH

Interaction Designer, Industrial Design Centre (IDC)
Indian Institute of Technology, Bombay

OBJECTIVE

As a designer, I have interest in designing interactive experiences for people through products and services. Through my Masters in Design, I have been extending my understanding of human centered design by getting exposure to user experience design and user product interactions. I now seek to apply my knowledge in solving problems with a viable and sustainable approach.
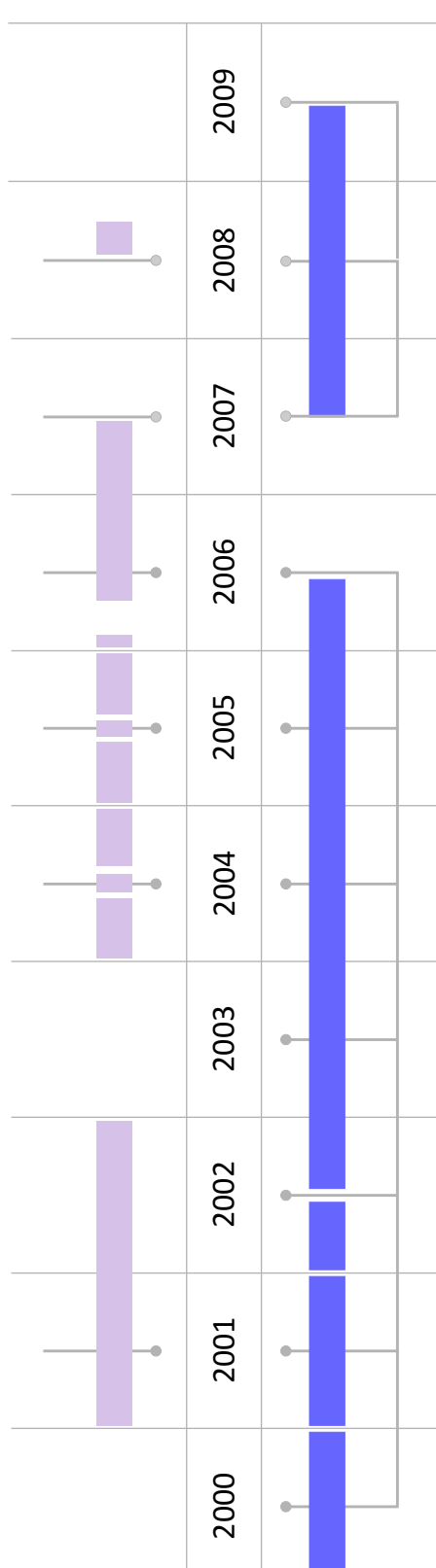
CAREER INTERESTS

Human – Computer Interaction (HCI), Usability, Interface Design, Sustainability, Human Factors and Ergonomics, Design Strategy, Information architecture, Visual Design, Typography, Photography, Graphic Design and Print media.

TIMELINE:

Time line is divided according to the academic year

■ Educational
■ Professional

2009
M DES, IDC, IIT Bombay, Semester IV

2008
Ernst & Young, Mumbai
Industrial training for M.Des
M DES, IDC, IIT Bombay, Semester III
M DES, IDC, IIT Bombay, Semester II

2007
M DES, IDC, IIT Bombay, Semester I

In-house designer for **Kamala Overseas & Sahib Singh Agencies**
Freelance work for **Krimson Advertising**
Clients: D'damas, Schneider
Design of Signboard - **Ruparel Marg Residents Association**
Manu Prem School Magazine 06 - 07 & Certificates

2006
Final year BFA
Typography Major
Final campaign selected for display at Communication Artist Guild (CAG)

Summer Training - **Advertising and Research** Mumbai

Manu Prem School Magazine 05 - 06 & Brochure

2005
Third year BFA
Expressive Typography, Advertising Art and Ideas, Campaign Design, Print Media, Outdoor Media
Storyboarding
Awards: Best Storyboard - BNHS Campaign

Freelance work for **Shalaks Pharmaceuticals**
Poster Design
Manu Prem School Magazine 04 - 05 & Certificates

2004
Second year BFA
Typography, Advertising Art and Ideas, Campaign Design, Print Media, Visualization
Outdoor Media, Porster, P.O.P Design
Awards: Best Poster Design, Best Point of Purchase (P.O.P)

2003
First year BFA
Head Study, Figure Study, Advertising Art and Ideas, Graphic Design, Object Drawing, Life Drawing, Nature Drawing, Calligraphy, Lettering, Poster Design

2002
Second year (Junior College)
Jai Hing College, Arts Faculty

Jai Hind Computer Centre: Print and Video Course

2001
First year (Junior College)
Jai Hing College, Arts Faculty

2000
ICSE
Queen Mary School, Mumbai

IDC PROJECTS

Semester 4:

• **Learning Aid for Children in Rural Areas - Guide: Prof. Ravi Poovaiah**
The schools in rural India are a contrast to the ones in the city. The situation is even worse in micro – interiors. They lack basic amenities such as the school building, good quality teaching aids and games. There is a high teacher student ratio in some cases, makes even worse a situation for the students. Old techniques of teaching like text book learning and use of few charts and maps as visual reference still exist. My aim was to design an interactive learning aid for children of such areas where by they can have a rich learning experience and at the same time make an attempt to solve a few of their problems.

Semester 3:

• **Organiser for Chronic Patients - Guide: Prof. Anirudha Joshi**
The dramatic increase in chronic conditions has led to the demand of a creative action that facilitates the stakeholders of the healthcare sector. Factors like infrastructural improvements, growing literacy rate and resultant increase in the standard of living and higher purchasing power have opened the route to a healthcare access at one's door step. The patient has now become the focal point. Innovative methods are incorporated by healthcare providers to assist the patient in making his life more comfortable. MedCare is developed to store, update and manage the medical and clinical records of chronic patients and to assist the healthcare providers in their clinical analysis.

• **Marketing Practices in Indian Pharma Industry - Guide: Dr. Devdutta Pattanaik, EY India**
India is a 'branded generic' pharma market. A given molecule is available at various price points and marketed under different brand names. Hence it becomes necessary to analyse brand positioning strategies adopted and challenges faced by marketing and sales people across the industry. During my internship I observed the marketing trends and practices and studied the Pharma-Market Dynamics by mapping strategies for application or facing challenges. It involved studying the various stakeholders of the industry and understanding their mindsets and thereby coming up with solutions that would enable ease of communication from one stakeholder to another with the help of technology.

Semester 2:

• **Usability Evaluation: Guide Prof. Anirudha Joshi**
During this module we studied various methods of doing user tests and evaluating a product on basis of the user inputs. We learnt the heuristic approach also.

• **Prototyping Techniques: Guide Prof. Anirudha Joshi**
We learnt soft prototyping skills like, storyboarding, video prototypes, paper prototyping, keyboard hacking, CSS, HTML and wesite designing.

• **Human Factors in Design: Guide Prof. G. G. Ray**
In this module we worked on a group assignment on designing a spoon for the blind. It included doing user studies, movement recording and body dimension study and then designing a spoon to fit the users need. User studies were carried out at the NAB Workshop at Worli, Mumbai.

• **Communication Theory: Guide Prof. U. A. Athavankar**
In this module we learnt the different principles that guided design and the various laws like Gestalt Laws and chunking theories. The module ended with a game design based on a chapter from the 7th std. ICSE textbook.

• **Singo - Interaction Design: Guide Prof. Ravi Poovaiah**
We worked on a project sponsored by Google on Social Networking. Our concept was a collaborative music creating and sharing platform called Singo.

Semester 1:

The first semester was an introduction to the Process of Design. We had modules on User Studies, Interaction Design, Visual Design, Semantics and Typography. The semester ended with a Seminar on a chosen topic. My seminar was on Learning Aids for children with Dyslexia and my guide was Prof. U. Athavankar.

SKILLS

• **During the course of my project I acquired the following skill sets:**
Design process such as brainstorming, Mind Mapping, Media Mapping, Story Boarding, Contextual Inquiries, Building Affinities, Personas, Scenarios, Concept generation, Presentations, Soft Physical Prototyping, Design Strategy, Usability Evaluation, User Testing, Interface Design, Human Factors in Design, Information architecture, Typography, Information Graphics, Graphic Design, Semiotics, Print media, Outdoor media, Communication Design and Theory, Chunking and structuring of Information.

• **Software I work with:**
Adobe Photoshop, Illustrator, Flash, Premiere, Microsoft Word and Power point, Corel Draw and Dreamweaver. I also know basic CSS and HTML coding.

PERSONAL DETAILS:

Name: Hemruchi Shah
Permanent Address: 11-12 Kailash Niketan, 322 LD Ruparel Marg, Malabar Hill, Mumbai 400006.

Cell	: + 91 9869282644	Email	: hemruchi@gmail.com
Age	: 24 yrs	Sex	: Female
Date of Birth	: 18 October 1984	Hobbies	: Photography
Languages	: English		: Painting
	: Gujarati (Mother Tongue)		: Traveling
	: Hindi		

PORTFOLIO:

Can be sent if required.