Sachin Ghodke
Interaction Designer

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Areas of Interest

HCI, User Experience Design, Product Interaction Design, Social Computing, Auto-Styling

Education

2007-2009
M.Des in 'Interaction Design' at Industrial Design Centre (IDC), IIT Bombay, India.

2001-2005
Bachelors degree in 'Production Engineering' at Jawaharal Nehru Engineering College, Dr.B.A.M. University, Aurangabad, Maharashtra. (Graduated with First class grades)

Experience

Summer Internship:
I worked with 'Impelsys India Pvt. Ltd. Bangalore' which is a leading E-Publishing Industry as 'Research & Interaction designer' for i-Platform.
The responsibility was to research and design the social networking E-learning web portal for K-12 Students and take it upto the level of prototype.

Projects

Degree Project II: Post PC device for housewife
The intent of project was to design the Futuristic computing device for Indian women.
The aim of the project was to understand the user needs & environment and then projecting them to the future by using technology as a basis. The goal of this project was to design a futuristic device which may cut across the user segment keeping Indian women as a primary user.

Degree Project I: Mobile phone for deaf
The aim of this project was to conceptualise the mobile phone which will solve communication problem and will create an interface which will give a feel of communication. The project went through the understanding the basic needs of deaf and mute users through user studies, study of existing technologies, concept generation and prototype development.

Interaction Design Project: 'Singo'
A social networking project offered by Google, this project aims at designing an interactive system for social networking and sharing between hobby groups.
Singo is an experiment and a new step in the world of music where potential and professional singers, lyricists, musicians and stake holder can express, share and compose music anywhere and anytime. It is a virtual space where new talent and new music trends can emerge and can be spotted by the stakeholders.

User Studies:

The aim of the Nokia project was to understand the problems, needs and preferences of semi-literates mobile phone users.

The task was to find out the preference of language in mobile phone and study the problems faced by user while using Indian language mobile phone (Marathi and Hindi). The task was accomplished by contextual inquiry techniques and card sorting. The results were noted, recorded, documented and then analyzed. Using affinity analysis, huge data of was placed hierarchically with insights. So based on the contextual data, design ideas were generated.

User Testing:

Devanagari text input in Mobile Phones (Nokia, Samsung, Sony-Ericson).
The aim of the Nokia project was to do the comparative study of Indian language text input in different mobile phones.

Usability Evaluation:

Usability evaluation techniques were followed during the usability evaluation of cricbuzz.com.

Designing for Interactivity: 'Buddy'

The aim of the project was to design the social interaction system for key children. The device was designed for the Key-children to share and communicate as well as to enhance the learning and creative abilities.

Skills

Prototyping in different materials, CAD, Sketching and Photoshop Rendering, Mind mapping, Data Visualization, Digital Photography.

3D Modelling: Catia V5, AutoCAD, Rhinoceros, HyperShot, MDT, Basics of Pro-Engineer.
Editing: Adobe Photoshop, Corel Draw, Adobe Illustrator, Adobe Indesign, Adobe Flash, Adobe Fireworks, Microsoft Office.

Prototype: Axure, Denim, Free Mind.

Personal Details

Date of Birth: 13th April 1984
Marital Status: Single
Languages: English, Hindi, Marathi
Interests: Sketching & Painting, Digital Photography, Wheel Pottery

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