



UCHARIKA SINGH PALI

BASIC INFORMATION

EDUCATION : **BFA (Applied Arts) from College of Art, New Delhi (2003-2007)**

M.Des (Visual Communication) from IDC, IIT Bombay (2007-2009)

(Credit : Advanced Human Computer Interaction and Design Management)

SOFTWARE SKILLS : **Photoshop, Corel Draw, Illustrator, Indesign, Flash(beginner)**

AREA OF INTEREST : **Interaction Design, Graphic Design, Game Design and Packaging**

ACADEMIC PROJECTS

Visualizing Multimodal Interactions for Digital media : a project sponsored by HP Labs, India

The Secret World of Teenagers : a study of behavioral pattern of teenagers to understand their mannerism and thought process. The final output is in form of 3 books.

Interactive Remote play for kids of age 10-12 years old - A group project done for Marvel Technologies, USA

Game design for learning Math tables for 6-7 years old children, as part of Advanced HCI course

Hope : a flip book representing Global warming through Kolam designs (a group project)

The Greedy Lion : a story book for children contemporarizing tales of Panchatantra

Advertising Campaign on Goodyear tyres

Innovative package design for apparel, food and liquor

ADD ON'S

Internship in Synapse (Information Agency, Goa) for a period of two months (May-June, 2008)

Internship in M&CSaatchi (Advertising firm, Delhi) for a period of two months in 2006

As free-lance Graphic designer have worked on projects for Bazer and JCB, India

Designed Communication campaign for IITB's entry to VICHY Brandstrom

Assisted in a research project to study Multitouch in HP Labs, India

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