

# SHREYASI ROY

E-mail: shreyasi.roy@iitb.ac.com ; shreyasiroy@gmail.com

Mobile: +91 9833056064

Address: A- 04, H- 11, IIT Bombay, Powai, Mumbai. India 400 076

## 01 OVERVIEW

Presently I am completing my Masters in Interaction Design at Industrial Design Centre (IDC), Indian Institute of Technology, Bombay. My interest spans in designing playful, desirable and useful experiences for products and services.

Coming from an interdisciplinary background with interest in designing rich cultural experiences, I have been extending my understanding of human centered design by getting exposure to user experience design and user product interactions both onscreen and physical.

## 02 EDUCATION

2007-2009

Interaction Design at Industrial Design Centre (IDC), | IIT Bombay, India

Master Program (M.Des ) in Interaction Design

Course work includes: Concept of Interaction design, Design techniques such as Scenario building, Personas, Brainstorming, Storyboarding, Soft physical prototyping, Design Strategy, Contextual Inquiry techniques, Usability Evaluation, User Interface Design, Human Factors, Information architecture and Visual communication.

Extra-curricular activities include: Working as a Designer with the Publicity team for Techfest 2008, Asia's Largest Technology Festival at IIT Bombay, Zephyr 2007 (Aeronautical Eng Dept), Aagomani 2007 (Electrical Eng Dept)

2003-2006

Govt. Chitrakala Mahavidyalaya (GCM), | Nagpur, India

Graduate Program (BFA) in Applied Art / Graphic Design - 2nd Rank in University

Course work included: Colour Theory, 2-D design concepts, Typography, Photography, Understanding Layouts, Packaging design, Brand Identity, Campaign planning, History of Visual Communication, Advertising Art and Ideas, Human Anatomy drawing.

Awarded Academic excellence as University topper and Merit Certificates at Annual Art Exhibitions 2004 and 2005

2000 -2002

Hislop College | Nagpur, India

Higher secondary in Commerce - 80% (Awarded Academic Distinction)

Major subjects included: English, Accountancy, Economics, and Organisation of Commerce

June 2000

St. Josephs' Convent | Nagpur, India

Secondary School in State Board Maharashtra with 76 % (Distinction grades)

## 03 Professional Experience

May - June 2008

Oracle India Private Limited | Bangalore , India

Interaction Design Intern | 2 month project

Project Title : 'Study of Animation Semantics in System Management Products'

Understanding a typical System management product and making it more intuitive by the use of meaningful animations.

The project involved the below:

- Identifying common interaction patterns in an Oracle product
- Exploring the animation semantic for identified patterns.
- Applying the exploration results to the product
- Creating a prototype to demonstrate the new enhanced user-experience.

2006 - 2007

Lionbridge Technologies | Mumbai , India

Graphic Designer with HP Content Development team for 1 year

Involved in graphic development process for HP printers, HP iPags. Work included designing Quick start guides, Flash animation start ups, Cover manuals, Setup posters, Basic guides, Creative guides and Technical illustrations according to the HP standards and requirements.

## 04 SKILL SETS

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### INTERACTION DESIGN

Familiar with Interaction Designing process, Contextual Inquiries, distilling user observations and feedback and incorporating them into working prototypes and specifications. Expertise in conceptualization, representation, visualization, sketching, persona and scenario development.

### VISUAL DESIGN

Skilled in Information Design, Graphic Design and managing design work across print and web.

### SOFTWARE KNOWLEDGE

Possess excellent skills in Adobe Photoshop, Adobe Illustrator, Adobe Indesign, Adobe Flash, Director, Premiere, Sound Forge, Microsoft Word, Powerpoint, Digital Photography, Screen printing, Offset Printing.

## 05 CERTIFICATIONS

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- Course in Authoring with specialization in CBT Development from Arena Multimedia.
- Passed Maharashtra State Certificate Course in Information Technology from C-DAC.
- Multimedia Specialist course in Graphics and Web animation from Arena Multimedia.

## 06 VISION

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I am a free bird with passion to pursue new heights in order to spread my own wings and soar with the energy I have to offer. I live for the avenues this industry allows for the expression of creative energy. I believe in imagination grounded in reality and a sense of satisfaction to myself. I am able to take criticism and direction in a positive way and I work and play well with others.

## 07 MISSION

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"Persists in looking for a win-win outcome and achieve success by using creative ideas, a philosophy of human interaction supported by an abundance mentality, commitment and confidence to get the 'WIN'."

## 08 PERSONAL DETAILS

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Name: Shreyasi Roy

Date of Birth: 22nd January 1985

Marital Status: Single

Sex: Female

Languages: Bengali (Mother tongue)

English and Hindi (Excellent)

Marathi (Limited/learning)

Interests: Dance, Digital Photography, Painting, Traveling.

Permanent contact address:

D/O Pradip Kumar Roy, B.E

Retired from BSNL as Div. Engineer,

66- A Pratibha, Jai Bajrang Society,

Seminary hills, Nagpur, Maharashtra, India 440 006

ph: 0712- 2510655 (Res)

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