

Vijay Pavan

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Objective :

To work on **User experience design, Strategic design** and to gain practical exposure in designing interfaces, systems for untouched domains and diversified users.

Education :

- **Master of Design in Interaction Design** (M.Des 2007-09) from Industrial Design Centre (IDC), IIT Bombay; *CPI 8.86/10*
- Bachelor of Architecture (2003) from Sri Venkateswara College of Architecture, JNTU, Hyderabad; *62 %*

Academic projects during IDC education :

- **Technology based system to support women Self Help Groups (SHG) of Andhra Pradesh. Pragathi**, a shared mobile based application system with literacy independent interface. Here every group member can access the group and individual's financial data through a micro SD card fitted in personal locket.
- **Social Networking Platform to Create Music Collaboratively**. Designed a web platform (**humm2jamm.com**) on which a music enthusiast can perform real-time online jamming with another one at a different location which can lead to new forms of musical socializing.
- **Internship at Think Design, a User Interface Design firm, Hyderabad**. Usability audit for an alpha stage social networking platform targeting towards investors and entrepreneurs. And Packaging design for toys created by rural artisans of Andhra Pradesh.
- **User studies & Contextual Inquiries of semi literate people** were conducted to identify problems while using English language based mobiles.
- **Railway Driver's Cabin & Controls**, studied in detail as part of Interaction Design seminar.

Architectural practice (Four years) :

- Architectural design, Interiors, Identity design and Project management were done for **Medilife multi speciality hospital** at Bhadrachalam, AP.
- Architectural design of housing complex consisting of 140 single bed room residential units for Vizag Urban Development Authority.
- Led a team of architects for exploring, research and design in preparing project report for tourism development at Gandikota, a remote historical site in AP. *Kshethra Architects, Hyd.*
- Project architect for luxurious 8000 Sft residence for Goindi family at Neetibagh, New Delhi. *Abhimanyu Dalal Architects, New Delhi.*

Skills :

Prototyping, Flash, Adobe Photoshop, Illustrator, Auto CAD, Photography and Sketching.

Interests :

Strategic Design, User centred experiential design, Intuitive interfaces, Cognitive science, Design of mission critical systems, Architecture, Photography, Politics and Current affairs.

Others :

- **Overall Placement Coordinator** for the department - IDC, IIT Bombay.
- Gave guest lectures at Colleges of Architecture, Hyderabad on Architectural design, Photography.
- Senior member of Saanthwana, a service organization of youth from Hyderabad working towards uplifting of underprivileged children.

Achievements :

- Selected for PG program (2007-09) in **Strategic Design Management at NID, Ahmedabad.**
- Participating entry for Collectorate complex, Medak, AP was one of the three selected designs in a nationwide architectural competition.
- Photos of Gandikota (remote historical and cultural site) were exhibited in Photography day exhibition - 2005, Hyderabad.
- Design Thesis in final year B.Arch (Designing Assembly & Secretariat for Uttaranchal state) was awarded 3rd position at University level.

Personal Information :

Date of Birth	:	23/07/1980
Languages	:	Telugu, English, Hindi, Urdu

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