

DESIGN OBJECTIVE

To obtain an understanding on how to co-create informed designs.

EDUCATION

- Art Center College of Design, Pasadena, Graduate Media Design Program, *September 2009 to present*
- Srishti School of Art, Design and Technology, Bangalore India, Professional Diploma in Visual Communication Design
 - 2 year Foundation Studies, *July 2002-June 2004*
 - 2 years Specialization in Visual Communication Design, *July 2004-June 2006*
 - 6 months of Diploma Project on Mathematics and Visually Impaired ^{1.1} *July 2006-December 2006*
- Mater Die Convent, Senior Secondary Education, Humanities, C.B.S.E Board, *May 2002*
- Birla Vidya Niketan, Secondary Education, C.B.S.E Board, *May 2000*

WORK EXPERIENCE

- Center For Knowledge Societies ^{2.1}, New Delhi India, Project Coordinator, *January 2008 - May 2009*
- Foley Designs ^{2.2}, Bangalore India, Designer, *February-August 2007*

FREELANCE EXPERIENCE

- *Architecture and Development (NGO), Bangalore India, Disability Manual ^{2.3}, Research and Design Development, August-October 2007*
- Max Mirani, Bangalore India, Identity Development, *March 2007*
- Scata Animation Studio, Bangalore India, Identity Development, *April-May 2005*

ACADEMIC PROJECTS

- Self-Initiated Diploma Project, Bangalore India, Mathematics and Visually Impaired ^{1.1}, *July-November 2006*
- TSK Designs, Bangalore India, Summer Internship, *June 2005*
- Poonam Bir Kasturi, Eco Source Directory ^{1.2}, Bangalore India, Research Assistance, *June 2004*

TOOLS

- Illustrator, Photoshop, In design
- AfterEffects, Flash, Final Cut Pro
- Dreamweaver
- Microsoft Office, IWorks
- FontLab

ACHIVEMENTS

Certificate of Commendation for Final Diploma Project

OTHER ACTIVITIES

- Theater, Barry John 2001
- Pottery, Guild Studio 2003

CONTACT

p: (419) 819 7720

e: avashisht@inside.artcenter.edu, aartivashisht@gmail.com

(Please find details of professional and academics projects, overleaf)

0.0 PROJECT DETAILS

1.0 ACADEMIC PROJECT

1.1 'Understanding and Tracing the Problem faced by the Visually Impaired while studying Mathematics'. A self-initiated design research, to understand the problems and challenges of the visually impaired while studying mathematics. The project involved interactions with the visually impaired students, professionals and institutions that support the cause of visual impairment. A daylong workshop was designed and moderated with the visually impaired and sighted individuals, as participants. The workshop analyzed the limitations of various tools used by the visually impaired, and eventually led to a collaborative ideating of concepts and the generation of solutions. A final deliverable was printed in the form of a book that compiled my research and analysis.

1.2 Eco Source Directory, research assistance to Poonam Bir Kasturi, the project dealt with understanding urban Indian households and their waste disposal and segregation methods. Our team used the techniques of detailed questionnaires and personal interviews to gain an understanding of the context.

2.0 WORK and FREELANCE EXPERIENCE

2.1 At Center for Knowledge Societies, a leading design, research and innovation consulting based in India under the leadership of Dr. Aditya Dev Sood.

2.1.1 Project Proposal Writing. Drafting project proposals for various sectors like trends, telecommunication products and services. The proposals were detailed after getting a thorough understanding of the respective client's request for a proposal document. This required an in-depth research of the sector and the segment within the context of study, where after, the scope, area of enquiry, sample and methodology adopted, was detailed and defined.

2.1.2 Workspace Ethnography. CKS was commissioned by Dell Computer Corporation to understand the hardware and software needs of the small and medium enterprises in India. My responsibility within the team was to conduct and create illustrative reports for three workspace ethnographic studies. The study was designed to understand the company's growth and challenges encountered during the technological transitions. The analyzed insight provided the client with recommendations on services and product augmentation and innovation.

2.1.3 Indian Rural Ethnography for Nokia. The project was targeted for the rural and lower income Indian strata. It required a validation for a prospective service and its visual design. This involved coordinating as well as conducting ethnographic studies in the northern region of India. In order to achieve a deep understanding of the desirability and design of the services, the insights were sought through studying the agro-based business cycles and lifestyles of rural Indian farmers, the pattern of mobile usage and visual documentation of their context. Over all recommendations were sighted through comprehensive reports and the use case scenarios, service definitions, information architectures, icon designs and screenshot designs were developed for design assistance.

2.1.4 Usability Testing. Nokia required an usability testing of its services, visual design and architecture in rural and informal urban location of various Asian, South East Asian and African countries. As a country specific researcher, travel to Indonesia was undertaken and the required on-field usability testing activity was conducted there in collaboration with the CKS partner company.

2.1.5 ICT for Rural India: Nokia Siemen's Network in collaboration with Bharat Sanchar Nigam Limited (BSNL) wanted to extend the ICT to the rural and semi rural areas of India. The project was designed investigate the current scenario, locate the gaps and determine the a host of contextually relevant services in the area of agriculture, healthcare, microfinance and entrainment. From initial stages of designing the research proposal to the last stage of generating final research report, I was responsible for leading the research from the beginning to end. The project was for a duration of three months with three weeks of field work conducted simultaneously in three rural locations.

2.1.6 Graphic Design and Marketing Tools. Due to my knowledge in graphic design I did helped in tune many odd jobs like designing print collaterals and management of CKS events like Pecha Kucha and Mediawala festival. One of the design tasks involved publication design for Nokia Siemens Network Report. Marketing collateral for business development and communication were also developed. This involved building a structure and communication language that could be translated to all future business collaterals across mediums.

2.2 At Foley Designs, a design studio headed by Michael Foley

2.2.1 Neemtree Spa. Visual identity of a new product line, Omna, was developed in collaboration with a senior product designer at Foley Designs. This involved designing of the mnemonic, logotype, visual identity of the three sub-category products and packaging.

2.2.2 United Breweries. Design, redesign and prototyping of three bottle labels for the leading hard beverages company of the country. The designs were in alignment with the spirit of the target audience and their perceptions of the each of the three liquors. One of the liquor graphics was appreciate by the client and was introduced to the target consumer during the market research.

2.2.3 Marketing tools, were designed and developed to establish his newly founded company and it's collaboration with another research company. The tools were designed to provide confidence and credibility of the team at Foley Designs as a studio under the guided experience of creative director Michael Foley. The tools designed, communicated the variety of design work and also highlighted the importance of design process and consumer inputs.

2.3 Architecture and Development Dealing with Disability Manual, Dealing with Disability was a project done for a Non-Government Organization called Architecture and Development. The project was envisioned to conduct a research and in turn the development of a manual on disability, within the context of the post TSUNAMI Rehabilitation Program. Through community meetings and by studying the existing habitat the context of disability in rural areas was understood. A selected few participated in a workshop, which was conducted in the redesign residential location. The workshop aimed to understand various points of interaction within the house and the environment. It tried to gain insights on the pain points, barrier and possible coping strategies of the disabled. Post the analysis of the contextual study and the insights from the workshop; a manual was design with the aim to help in improving the development of a disable friendly environment. Keeping the existing scenario of post-construction, the recommendations provided were primarily around incremental and societal changes.