

## VIKRAM SINGH

*New Media Designer*

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### KEY WORDS

*Mobile VAS, handheld devices, IVR & voice based interface design, interaction design, design research, usability engineering, UI, UCD, Information architecture, cross-cultural design, technology intervention in emerging areas, photography, s/w development, VoiceXML*

### EDUCATION

*Post Graduate Diploma in New Media, National Institute of Design, India*

*Bachelor of Information Technology, Hamdard University, New Delhi, India*

### EXPERIENCE

A Bellyfull of Dreams Pvt. Ltd., Mumbai, India (<http://abode.co.in>)

*Creative Director (New Media) | Aug 07 -*

*A Bellyful of Dreams is a media company focused on original storytelling and franchise building across multiple platforms (film, television, animation, comics, mobile and internet). Abode specializes in storytelling across various mediums of which I handled the mobile space. As the creative director of new media I trained and built a strong team for designers and assorted professionals to work on Abode's mobile social networking application. One of our products, Mobile Client (J2ME & S60) for Kolkata Knight Riders (IPL Cricket Team) will be released in April 2008. Besides this I also work extensively on Abode's mobile content development strategy and have also setup the studio's IT infrastructure.*

QTech Inc., Hyderabad, India (<http://qtechinc.com>)

*Interaction Designer | July 06 – July 07*

*A typical day on the job at QTech required me to conceive new product/service ideas, build scenarios and application prototypes (both high and low fidelity), do market and user research, write application specs, guide product interface designs, work with our globally distributed development team to reconcile legacy, performance and usability trade-offs, respond to usability & UI issues exposed during testing, do photography etc. reQall's technology (main product) spans across internet, desktop, mobile phone and telephony and I developed the user experience of the voice based services and the desktop client. I took this further and also built these services working with the main development team. Beside this I designed and developed several Google gadgets using the reQall API and also a mashup for Flickr.*

Saptak Trust - Ahmedabad, India (<http://www.saptak.org>)

*Technology consultant and Interaction Designer | Oct 05 – June 06*

*Saptak Trust is a renowned organization in the field of Indian classical music. Besides organizing musical events the trust runs a music school and a world renowned classical music archive. I have been working with the trust to help it modernize its workflow and extend its activities beyond Ahmedabad, while keeping Saptak's short and long term economic goals in mind. Final deliverables include basic prototype on onscreen interactions for the upcoming saptak.org website and a Technology Approach paper.*

Experience Design Lab - Ahmedabad, India (<http://www.exdl.com>)

*Interaction Designer | Nov 04 - Mar 05*

*Experience design lab is a Denmark based design consultancy which specializes in and promotes sustainable lifestyle and environmentally sensitive design. CEO, Niels Peter Flint (<http://www.flink.dk>), has been working in the field of sustainable design for the past 18 years. I joined his team as a part of his*

*India venture and helped him organize and conduct various workshops, besides conceptualizing his personal and corporate website.*

National Institute of Design - Ahmedabad, India (<http://nid.edu>)

*Interaction Designer | Mar04 - May04*

*National Institute of Design is a multi-disciplinary design institute established in 1963. To facilitate unity of communication between Ahmedabad and Gandhinagar campuses I designed and developed electronic notice board - Sanchar. The e-notice board serves as a supplement to traditional notice boards and can be updated from a central location. The system is currently being used at NID, Ahmedabad.*

Center for Environment Education & Govt. of Madhya Pradesh - Ahmedabad, India

*Interaction Designer, Game Developer, Copywriter (English) | Jan 04 - Apr04*

*As a part of Bhuj wetland conservation project, I designed and developed a multi-lingual interactive Kiosk to teach young children the importance of water and its conservation. The project involved developing four flash based games, an animated character Waterson and other script based animations. The kiosk is currently deployed at Bhuj Wetland Project Center, Bhopal, India.*

## RESEARCH PROJECTS

Community of Learning

*Research proposal with demonstration of major concepts, NID, Ahmedabad*

*With time, traditional design institutes like National Institute of Design need new measures to maintain their high educational standards. The research proposal looked in to the various ways that can help NID maintain its unique style of education dissemination. The proposal suggested sharing responsibilities and resources with student community, ways of harvesting intellectual property, archiving of tacit knowledge and student projects. The research was backed by working prototypes of various concepts presented in the proposal including – campus radio service, media center, web casting etc. The proposal has resulted in “K-port” the knowledge portal of NID.*

Road to Well Being

*IT Express Corridor Project - Approach paper for TNRDC, Tamil Nadu - India*

*In its bid to convert what was formally known as Old Mahabalipuram road (Chennai), the IT corridor between Madhya Kailash to Mahabalipuram, into a six lane road with world class facilities, the Tamil Nadu Road Development Corporation, invited NID designers to propose a design approach to road experience. The approach had to take into consideration not only user satisfaction but also user delight. The project involved detailed user studies of the local population, understanding their needs and concerns and interaction with the TNRDC technical team. The IT express corridor is functioning and has been received well.*

## INTERACTION DESIGN PROJECTS

Sliding & Multiplayer Chess

*A fresh look at the ancient game of chess*

*While discussing the game of chess as a great example of closed system design, the idea of these games emerged. Unlike most of the variations of the game of chess, the grammar of the game was attacked and modified. This resulted in unexpected and exciting consequences on the environment and strategies of the game. Two most important concepts that emerged involved an irregular or customizable chess board with new moves and characters with the option of multi-players. The other concept was the introduction of sliding rows, i.e. a player could choose to slide an entire chess board row two places as a legitimate move. This was a group project.*

## Pitch Black

*A mono sensory (but multiple sensations) game*

*Using sound as a tactile medium was the concept behind this game. The player is shown into an empty dark room where he has to navigate through a 3D sound space. The system tracks the player's position and maps it on an internal map. If the player intersects the internal map s/he gets an appropriate audio feedback. With time the player creates a mental sound map of the environment and then s/he is presented with game objectives. A low-fidelity prototype of the game was developed. The project required research on various sound technologies, human cognitive systems, theory of game design, feedback systems, VR systems etc. I developed the original concept and the prototype.*

## DEVELOPMENT PROJECTS

*Drupal CMS – [theme development](#) & [WebSVN template](#) – 2007*

*Google Gadget for [reQall Memory feeds](#)*

*Google Gadget for [Flickr Comments](#) & Flickr API mashup with QTech API (unfinished) - 2007*

*Remote Administration Tool (RAT) for Windows 9x/NT & 2000 (Visual C++) - 2002*

*Language Independent Code Formatter (Visual C++ & STL) - 2001*

*Key board logger and other network management tools (Visual C++) - 2001*

*EXE Package & Remote execution tool (Visual C++) - 2001*

## DESIGN RESEARCH METHODS

*Personas, ethnography, contextual inquiry, wireframes, paper prototyping, usability analysis, user research*

## SOFTWARE SKILLS

*Flash (with Action Script 2.0), Visio, Photoshop, Director, Premier, Dreamweaver, HTML, CSS, JavaScript, Linux, Apache, MySQL, PHP, C, C++, VC++, JavaScript, **Voice XML**, Nuance GSL Grammar*

## STRENGTHS

*Strong leadership and team building skills*

*Strong creative problem solving skills*

*Ability to communicate with/both designers and non-designers*

*Ability to develop a concept and see it through to a final product*

*Ability to pick-up/adapt new concepts and technologies with ease*

*Ability to multitask between projects*

## STREAM PROFICIENCY

*Cognitive psychology, communication theory, systems thinking, multi-sensory design, research methodology, storytelling, user centered design, information design, interaction design, cross-cultural studies, Usability analysis, design management, instructional design*

## REFERENCES

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