

## SUMMARY

**3 years of industry experience with designing & conducting qualitative research primarily intended to support new product development, and 1 year of academic ethnographic research experience, including research on emerging markets**

Experience with conducting quantitative user research, including discount & experimental usability research

Experience educating and leading non-researchers, stakeholders & clients as team members through the research process

Strong ability to creatively design new research methods, tools & instruments and use technology for supporting collaboration in the research process

Strong communication abilities, including written, oral and visual presentation skills

Experience designing & prototyping user interfaces in mobile, web, desktop, and physical computing

Multi-disciplinary background in design, human-computer interaction & computer science helps me work effectively with multi-disciplinary teams

## SKILLS

### DESIGN RESEARCH

- » **Ethnographic research methods**
- » Co-creation & product development workshops
- » Probes & Make tools (diary studies, disposable camera studies, cultural probes, experience sampling, collaging)
- » Quantitative research (surveys, semantic differential, camera studies)
- » Usability Testing (heuristic evaluation, cognitive walkthroughs, task analysis, lab-based testing, content inventories)
- » Personas, Task & activity analysis, Clustering, Process mapping (ends/means, value chains)
- » Information visualisation (Prefuse, Excel, Matlab)

### DESIGN PLANNING

- » Planning client-consultant engagements and integrating into design processes
- » Educating & leading non-researcher team members through the research process
- » Supporting research team collaboration through social technologies

### DESIGN & PROTOTYPING

- » Rapid prototyping, storyboarding, wireframing, sketchboarding
- » Final Cut Pro, Adobe After Effects
- » Photoshop, Illustrator, InDesign, Sketchup, Visio, HTML/CSS
- » Java/J2ME, C++, XML+RDF

## WORK EXPERIENCE

### WORK SAMPLES

Work Samples can be downloaded from [http://sensemaya.org/files/ArvindVenkataramani\\_WorkSamples.pdf](http://sensemaya.org/files/ArvindVenkataramani_WorkSamples.pdf)

### SONICRIM LTD [AUG 2008 – PRESENT]

**Design Researcher:** Worked on a variety of projects on consumer and business technologies, led internal innovation projects, and participated in business development and strategy

- » Led and brought in projects worth \$90,000 in fees, over a course of 3 months (including bringing in repeat business). Clients include Microsoft Corp, Dell, ACCO Brands.
- » Worked on a variety of projects in various capabilities, including writing proposals, managing recruiting, performing analysis, and creating final deliverables
- » Influenced business process, including shifting SonicRim's business development to be supported by Highrise, an online CRM system, introduced a new communication system for knowledge sharing (Yammer), and championed the use of an online webservice (Wufoo) to simplify and reduce costs for recruiting
- » Influenced business strategy, including exploring new project models and proving them through successful projects, and designing new proposal formats and sales presentations that communicate SonicRim's value and project outcomes better
- » Designed analysis tools and corresponding processes for photo management and coding/analysis using software, resulting in time savings and reduced cost of data management
- » Managed an internal online research tools initiative, helping plan and oversee development, and tie into SonicRim's business strategy
- » Designed and produced a new interactive format for reporting data
- » Created new kinds of visual deliverables, and developed an information visualization tool for the same
- » Shot and edited video as a research deliverable, and helped train colleagues in the use of new video technology

### PRO-BONO / VOLUNTEER RESEARCH [AUG 2008 – PRESENT]

- » Managed and led the workshops team for FuseFactory, a non-profit electronic arts collective in Columbus; helped redesign workshop planning processes, created formal tools and instructor guidelines, and helped shape the organization's strategy
- » Helped define co-creation workshop processes and tools for Social StartUP, a Columbus social entrepreneurship volunteer organization
- » Part of team providing research services to a food co-operative, doing customer/stakeholder research, and defining participatory design & research plans for an organizational redesign initiative

## STEELCASE INC, WORKSPACE FUTURES EXPLORATIONS [SEP 2006 – JULY 2008]

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**Design Researcher:** Studying work process in relation to space design in order to support new product development; participated in internal research & development projects

- » Conducted primary research on work processes & user experience in the legal & financial services industries
- » Synthesized research into new product and workspace design concepts
- » Conducted research into and designed solutions for workspace futures knowledge management practices
- » Conducted mixed quantitative & qualitative evaluation of a space re-design at a life sciences research institute
- » Conducted primary research into Steelcase's rewards & recognition practices, making recommendations for improvement
- » Transferred research insights to internal client teams, including planning, facilitating & participating in workshops and other participatory design activities
- » Developed communications pieces on research insights and product concepts
- » Helped internal client teams to participate in the primary research process
- » Designed new research tools & methods, including software to analyse very large time-lapse photograph sequences

## GEORGIA TECH [SPRING 2005-AUG 2006]

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**Ethnographer/Graduate Research Assistant:** Ethnography of two research labs on campus, studying how interdisciplinary groups of scientists collaborate to solve complex problems

- » Studied technology usage and its relationship to learning in that specific organizational context through ethnographic interviews
- » Conducted analyses contributing to published work (papers and posters)

## MICROSOFT, OFFICE DESIGN GROUP [JUNE-AUG 2005]

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**Usability Intern:** Designed, prototyped, tested a usability testing environment, used to run multiple subjects through the same usability test simultaneously.

- » Interviewed designers and user researchers to uncover testing practices and requirements
- » Designed a system to walk users through a series of tasks, get feedback, and measure performance using standard metrics; also designed the test specification interfaces
- » Implemented the system, and tested it through a series of heuristic and experimental usability tests, before finally going live

## HEWLETT-PACKARD LABS INDIA , AFFORDABLE ACCESS DEVICES GROUP [AUG 2003 – JULY 2004]

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**Interaction Designer:** Designed a hybrid gesture-based Indic language pen input method environment

- » Studied various Indic language scripts, and uncovered writing methods common to them
- » Designed a gesture-based interaction method for writing with pen & tablet input devices
- » Designed and implemented a handwriting recognition engine, and a pluggable software architecture to embed it in other software

## EDUCATION

### M.S. IN HUMAN COMPUTER INTERACTION, GEORGIA TECH [ AUGUST 2006 ]

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**Masters' Project:** Conducted a cognitive analysis of social bookmarking systems, and found distinct features that suggest a fundamental shift in the design approach. Implications for design of an infovis system to navigate metadata captured from the Internet using semantic web technologies (delicious bookmarks).

**USAID/Last Mile Initiative – Nigeria { INTA 8803A }** Conducted an ethnographic study of Internet usage practices at cybercafés in Nigeria's capital, to understand technological and social barriers to Internet access.

**On My Mind { CS6750 Intro. to Human-Computer Interaction }** Designed, prototyped and tested a cognitive & memory aid comprising handheld devices & environmental cues for speed-dating participants.

**EverCHI { CS6470 Design of Online Communities }** Designed a community for HCI professionals to communicate, network, collaborate and establish reputations, conceived as a perpetual online conference

**Aspect { CS7450 Information Visualization }** Prototype information navigation method for complex socially constructed information collections (browser bookmarks), expressed as RDF stores.

**Mobilescapes { LCC6650A Mobile Technologies Project Studio }** Interactive sonic art installation deployed via mobile phones. Uncovered interaction design implications & infrastructural requirements for locative media experience design.

**Public Computing { CS6455 User Interface Design and Evaluation }** Observed computing in public spaces (such as cafés and student commons) to uncover usage practices, interactional strategies for working alone and in groups.

### BE COMPUTER SCIENCE & ENGG, VISHWESHWARIAH TECH. INSTT, BANGALORE, INDIA [ JUNE 2003 ]

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**Concept Based Information Retrieval Systems (Bachelors Thesis)**

Visual navigation system & concept space/thesaurus generation from a document set using markup to produce semantics similar to those inferable using natural language processing or manually constructed ontologies without the aid of either.

## INTERESTS

Sustainability, design for emerging markets, computer supported collaborative work, mobile & ubiquitous computing, document analysis, information visualization, social computing, digital art & culture, new media, adaptive systems, multi agent systems / insect behaviour

## AWARDS

**2005 Information Technologies and International Development Fellow**, Sam Nunn School of International Affairs, Georgia Tech [in collaboration with the USAID Last Mile initiative]

## NETWORK IDENTITY

- website** <http://sensemaya.org>
- writing** <http://sensemaya.org/maya>
- portfolio** [http://sensemaya.org/files/ArvindVenkataramani\\_WorkSamples.pdf](http://sensemaya.org/files/ArvindVenkataramani_WorkSamples.pdf)
- reading list** <http://www.google.com/reader/shared/06631517707312606040>
- linkedin** <http://www.linkedin.com/in/arvindvenkataramani>
- photography** <http://www.flickr.com/photos/steelmonkey/>
- music** <http://www.last.fm/user/dancingbuddha/>
- traveling** <http://www.dopplr.com/traveller/arvindvenkataramani>