



SITARA SHAH

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Education : Masters in Interaction Design, IDC, IIT

PROJECTS

VR for Ajanta Caves | Academic project

An immersive, interactive walk through for Ajanta Cave 23 along with designing a series of interaction which can be implemented in other caves

HDFC Red | Real estate

A mobile site for HDFC 's real estate

#Loyalty | Loyaty program

Loyalty program designed for mobile and desktop with admin dashboard

The Noun Project | Icon directory

Contribution 40 icons for everyday use

Timestamp | Academic project

A platform that helps understanding content patterns and generate new content on the internet

Easy Rick | Academic project

A system design for sharing rickshas within IIT campus

Sounds of Indian streets |

Academic project
Documentation of various sounds of Crawford market to bring out the true essence of the place

OBJECTIVE

"I seek to make everyday experiences desirable and efficient with good and balanced aesthetics"

RESPONSIBILITIES

Cumulus 2016

Student Ambassador

Cumulus 2015

Overall Co-ordinator

Typoday 2015

Overall Co-ordinator

HCI 2014, 2015

Student Volunteer

WORK EXPERIENCE

bRnd Studio | May-June 2015

Intern under Prof. Sudhir Bhatia

Design research, wireframing and prototyping of a content building tool

Genii technologies | User Experience Designer | August 2012 - July 2014

Conceptualizing, making user journey and Information architecture, making high fidelity wire-frames, Interface designs for mobile and desktop.

Projects: HDFC Red, Festival Sherpa, Brokers Please Excuse, My travel genie

UTV Production | Assistant Producer and Graphic Designer | April-June 2012

Ideation and conceptualisation of upcoming shows, Designing posters for upcoming events and shows

Argus Communication | Visualiser | September-October 2011

Making graphics and illustrations, Branding and collaterals.

Projects: TMIC Tourism, Illustration for Essel world, Doel Crockery brochure

Hindustan Times | Internship - Graphic Designer | March - May 2011

Everday graphics and icons of articles, Illustrations for an article on Babri Masjid

EXPERTISE

User centric design

User research

Information architecture

High fidelity wire framing

Communication skill

SOFTWARE/ LANGUAGES

Adobe Photoshop

Adobe Illustrator

Adobe Indesign

Balsamiq

Basic - HTML, CSS, Unity