



# amit bapat

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\* US Citizen

## Skill Sets

### Interaction Design:

Affinity diagramming  
Brainstorming  
Card sorting  
Concept generation  
Contextual inquiry  
Concurrent Mind Mapping  
Cultural probes  
Ethnographic observation  
Information architecture  
Interviewing  
Paper prototyping  
Personas & scenarios  
Prototyping (physical+digital)  
Site mapping  
Sketching  
Usability testing  
Wireframing

### Process:

Abductive thinking  
Branding  
Empathy-observation  
driven contextual  
research  
Participatory design  
Social media  
Strategy  
Sweat equity  
Trend sensing and  
forecasting

**Tools:** Adobe InDesign, Illustrator, Photoshop, Dreamweaver, Kuler, Rhinoceros, Alias Sketchbook Pro, Microsoft Office, Excel, Powerpoint, Visio, Expression Studio 4, Firebug and 960 grid system.

**Languages/Frameworks/Databases/CMS:** C, C++, PHP, HTML, DHTML, CSS (cross browser issues), JavaScript (jQuery, Mootools), MySQL, Joomla and Wordpress.

**Operating Systems:** MS-Windows98/2000/XP, Vista/7, Mac OS x.

## Education

**Master of Fine Arts, Industrial Design**, 2011  
Savannah College of Art and Design (SCAD), Savannah, GA

**Bachelor of Engineering, Electronics and Telecommunication**, 2004  
M.E.S College of Engineering, Pune, India

## Awards and Recognitions

"First-class solutions for real-world problems"—Thesis featured in print+web by Guardian Newspaper, UK, 2010

Outstanding Academic Achievement Award for Industrial Design, SCAD, 2009

Board of Visitors II Scholarship recipient, 2006–2010

Selected to showcase thesis for:

- Industrial Designers Society of America (IDSA) Southern District Conference 2009, New Orleans
- 5th annual international Ethnographic Praxis in Industry (EPIC) Conference 2009, Chicago

Finalist, single magazine Ad, Regional ADDY awards for Advertising and Graphic Design, 2008

3+ years experience in user-centered design. Fluent in insight translation and user-interaction design. Excellent working knowledge of web technologies and integration of social media. Enjoy working in multi-disciplinary teams by bridging disciplines through effective communication along with attention to detail and craftsmanship.

## Relevant Design Experience

**Design Consultant, Hyperwerk Institute of PostIndustrial Design, Basel, Switzerland**, December 2010–Present

- Project lead for upcoming COINs 11 Conference planning, branding, social media and web services.
- Reviewing Interaction Design for web and mobile apps.
- Mentoring student teams to ensure project completion, execution and delivery.

**Intern, LPK, Cincinnati, OH**, August 2010–October 2010

- Worked closely with LPK Innovation to conduct user-experience design toolkits for future products. Brands: Tervis Tumblers
- Socio-cultural trend sensing and forecasting along with product positioning, platforming and strategy. Brands: Jim Beam, Always, Henkel, Olay etc.
- Worked in conjunction with LPK Creative and LPK marketing on several branding projects. Brands: P&G

**Designer, Hope 2 One Life Inc., Billings, MT**, September 2007–March 2010

- Working with a NGO to design products and services for Emerging Markets.

**Freelancer, Target and Reel Hose, USA**, December 2006

- Developed new designs for garden hose reel racks along with user market research, contextual enquiry, concept sketching, trend forecasting and future model proposals.

## Most Recent: Web and Print

**Aqua Calc Infographics**, [infographics.myaquacalc.com](http://infographics.myaquacalc.com)

**COINs2010 Conference, Savannah, GA**, [coins2010.com](http://coins2010.com)

**COINs2009 Conference, Savannah, GA**, [coins2009.com](http://coins2009.com)

**Alex Opticals, Phoenix, AZ**, [alexopticalinc.com](http://alexopticalinc.com)

**AIAS Quad 2009 Conference, Savannah, GA**

**Wayne State University, Detroit, MI**, logo + brochure

**COINs Conference Series**, logo

**Relevant Homes, CA**, logo

## Activities

Conference Co-chair, COINs 11, Basel, Switzerland, 2011

Head of Branding, Social Media and Web Services, COINs 11, COINs 2010, COINs 2009 Conferences

LPK Volunteer, TEDx Cincy Conference Cincinnati, OH, 2010

Organizing Committee Member, COINs 2010 Conference, Savannah, GA, 2010

Founder and President, Milaap—Association of Indian students, SCAD, 2006–2009