

Lakshya Shrivastava

Interaction Designer . New Media Artist.

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Areas

Designing Interactions, Sound Design, Experiential Design, Interactive Installation Art, Emotional Design, Ethnography & Research, Physical Computing, Animation, User Interface, Photography, Sketching and Painting

Academics

2010 - 2012 **Post Graduate Diploma in Design** . New Media Design
National Institute of Design, Ahmedabad . 2010 - 2012

2004- 2008 **Bachelor of Technology** . Computer Science Engineering
Jaypee University of Information Technology, Solan.

Experience

Currently **Interaction Designer**, Innovatrix Software Services Pvt. Ltd., Gurgoan.
March 2012 - August 2012 **Industrial Design Project** CSDirekt exhibition Design , Gurgoan
June 2008-July 2010 **UI Designer** , Innovatrix Web & Software Services Pvt. Ltd., Gurgoan.
August 2008-May 2009 **Graphic Designer Freelancer** , Downtown publications ,Hyderabad.
May 2007-July 2007 **Web Architect & Developer** , Smriti Netcom Private Limited ,Bhopal.

Skills

Intraction Design Wireframes ,Information architectures, Field research, Visual Design
Mechatronics Arduino Processing Workshop skills
Graphics Photoshop Indesign Illustrator
Dreamweaver Premiere Pro Flash
Swishmax Corel Draw Flex 3.0
Programming PHP, ASP.NET using C#, HTML, JQuery, CSS ,Action Script 2.0, JavaScript
Sound Design Hindustani Music , Adobe Audition, Audacity ,FL studio 8

Projects

Diploma Project

Interactive Retail Experience

Canon Image Square

Designed Interactive Installation as a business-to-consumer solution for brand showrooms of canon.

Animation & Sound Design

“an Insight”

[Experimental Animation]
Classroom Project :NID

Explorations on non-linear narratives to describe the design process and how it switches between the micro and the macro.

Mobile Application

“Protecto”

IIM Ahmedabad

Design of protective applications and hardware mechanisms against physical damage to smart phones and exploring its business opportunities.

New Media Art

“Emoticons” [Interaction Design]

Classroom Project :NID

Emotional enrichment in computer mediated communication through physical interfaces.

“SunChime”[Experiential Design]

Classroom Project :NID

Interactive sound installation through wind chimes and electronic technologies.

Media Theory

Digital artefact that remediates older media while hyper-mediating itself.

Ethnography

Chandola Lake

Classroom Project :NID

Mapping the aural life world of the selected community in Ahmedabad

Tajganj

Uttar Pradesh Tourism

Research into the life world of people in theTaj Gunj area for UP tourism.

“My Craft Diary”

Madhya Pradesh tourism

Research and Documentation of the traditional crafts to promote the culture of Jhabua tribals of Madhya Pradesh.

User Interfaces

E-paper Solution

Patrika Hindi Daily

User centric interface design for unicode based multilingual platform for better sharing , searching and mainting personal news feed .

Mobile Loyalty System

Pvr Bluoo

A niche e-Commerce application specifically establishing a new marketing paradigm for the Mobile Platform monitoring all firm marketing strategies and is designed for large volume.

Office Tracking System

Touch screen based virtual tracker system to get virtual tours and directions for Government Buildings and offices.