

Vidhya Appu

Roposo & Shop101 , Design Director

Email: vidhya.appu@gmail.com

Mob: +91 9619 651 226

PG: IDC, IIT Bombay (CPI 8.64/10): Interaction Design

UG: SID, Symbiosis International University (CGPA: 3.09/4): Product Design

Portfolio: www.vidhyaappu.com



Interests

User Experience Design, Usability Research, Design management, Product & U.I Semantics , Patterns in User Interfaces and their applications,

Skill Set

Design Softwares	: Figma, Sketch, Adobe XD, Photoshop, Illustrator, InDesign
Research and Testing	: Affinity Mapping, Contextual Enquiry, Focussed group
Wire framing tools	: Balsimiq, Axure, Pencil
Prototyping Softwares	: Invision, Marvel, proto

Employment Summary

Roposo & Shop101 (acquired by InMobi)	: Aug 2015	- Present
Adjunct Assistant Professor, IDC, IIT Bombay	: Aug 2020	- Present
Germin8 Solutions	: Aug 2014	- Aug 2015
SAP Labs, Bangalore	: May 2013	- Aug 2014
Hurix systems	: Aug 2012	- May 2013

Current Areas of Responsibilities

- Managing & Leading the design team which offers UX solutions mapping to the latest trends and future requirements.
- Strategic thinking: Understand business metrics to prioritize issues and execute them
- Collaborate with tech and business to come up with solutions
- Conducting User studies, converting user specific requirements into Flow Model and wireframes.
- Transform user research into personas, user journeys and scenarios
- Understand user data to drive insights and design the product
- Design a holistic solution taking into consideration various user touch points
- Creating Graphic User Interfaces and creating documents for development hand off.
- Reviewing and suggesting improvements in the product during various stages

Internships and External projects

National University of Singapore (NUS), ICT for Agriculture (6 months)

Designed a "Diagnostic tool" for Aakash Tab and mid level phone for Farmers.

Tata Consultancy Services (2 months)

Designed User Interface for Loyalty Solutions which reduced training time and increased accuracy of use.

Samsung : “Splash India on TV” contest

Winning entry app, “Royal Rescue” to be featured in the Samsung 3D TV.

Nokia Research , University project (9 months)

Research project “Bartex”.Involved understanding the scope of creating a second hand virtual market for encouraging sustainable product life cycles.

Auroville,Pondicherry (1 month)

Created cycle accessories for creating livelihoods in Tsunami hit villages of Tamil Nadu.

Academic projects

User Experience Design

“Q-Zilch” System for food courts in malls enabling users to choose and eat easily.

“Tree Talk” iphone app to beat boredom,voice modulation of speakers creates game .

“Sunny Side Up” simple yet effective interface for security systems in institutions.

“Door-a-nama” Creating security system for the elderly living alone in urban India.

Automated External Defibrillator,Interface of medical device,for semi-trained users.

Game Design “Double Block” a game play of getting the right puzzle pieces fast.

Usability Research

Usability Testing and survey on users of IVR (Interactive Voice Response).

Testing and analysis of users for Text input in Devnagri Script.

Workshops

i-Design camp by Kirloskar

Re-design of motors and pumps to give form identity to heavy equipment.

Game Design Workshop by Junior achievement

Participated in creating games for school children to learn more about careers.

Community service

Sneh Kshitij , Pune

An NGO for Special children, Designed props for the curriculum for students to use.

Auroville

Created cycle accessories for bicycles that could be hand-manufactured by villagers in the Tsunami hit villages of Tamil Nadu thus generating income.

Achievements

Prize winning entry in Samsung Design app for TV- App - “Royal Rescue” (taken ahead for development)

2nd Position in HCI India “ Student Design Competition”

Designed “Tree Talk” that helps over come boredom using modulation of the users voice