

## **Mayur Karnik**

mayurkarnik@gmail.com  
+91 9881135525

### **PROFICIENCIES**

Interaction Design, Visual Design, Information Design, Trends Research, Project Management.

### **EDUCATION**

2003-2005  
Post Graduate Diploma in Communication Design  
Specialization: Interaction / Interface Design  
National Institute of Design, India

1996-1998  
Master of Business Administration  
Specialization: Marketing / Advertising  
Gujarat University, India

1993 – 1996  
Bachelor of Science  
Specialization: Chemistry  
Gujarat University, India

### **WORK EXPERIENCE**

Over the last decade, my work spanned across diverse media / design categories such as advertising, websites / portals (including platforms such as twiki, wordpress, joomla), application ui, interactive cd-roms, consumer electronics (portable media players, digital photo frame) and home appliances (electronic rice cooker, induction cooker, water purifier).

Deputy Manager / Senior Interaction Designer  
Philips Design, Pune.  
January 2007 - December 2008

Interface Designer  
D.E. Shaw & Co., Hyderabad  
July 2006 – December 2006

User Research Intern  
Hewlett Packard Labs, Bangalore  
March 2005 – September 2005

Proprietor  
Red Beans Interactive, Ahmedabad  
March 2001 – July 2003

Partner / Web Designer  
Synapse Technologies, Ahmedabad  
March 2000 – February 2001

Advertising Executive  
Living Media India Ltd (India Today)  
Ahmedabad, India  
July 1998 – February 2000

**SKILLS**

Photoshop, Illustrator, Corel Draw, Flash, Visio,

**ASSOCIATIONS**

AIESEC, ACM

**PERSONAL**

Date of Birth

21<sup>ST</sup> January 1976

Hobbies

Music (Harmonica), Writing, Reading, Travelling.

Languages Known

English, Hindi, Marathi, Gujarati.

**PORTFOLIO / WEBSITE**

<http://mayurkarnik.com>

**REFERENCES**

Available upon request.

## ANNEXURE | SELECT WORKS

### **Ongoing**

*Website / infrastructure overhaul of ixda.org*

*Interaction design timeline for library.ixda.org*

*IPTV Mobile Application for Indian Market*

*Design service for a Maldivian palliative care unit for cancer patients*

### **Consumer Electronics**

GO GEAR – SA 52XX BLUETOOTH ENABLED PORTABLE MEDIA PLAYER

SA 52xx is a Bluetooth enabled portable media player, positioned at the premium end of the Go Gear range. It plays music, video, FM radio, Rhapsody and pictures. My work involved interaction design: creating detailed wireframes, specifications' documentation, supervising vendors for prototype / mock up building, testing UI paradigm and interacting with client / suppliers.

GO GEAR – SA 32XX PORTABLE MEDIA PLAYER

SA 32 xx is a portable media player, positioned at the mid end of the Go Gear range. It plays music, video, radio and pictures. My work involved interaction design: task analysis, creating detailed wireframes, specifications' documentation and interacting with client / suppliers.

DIGITAL PHOTO FRAME

A new UI paradigm had to be conceptualized for the future range of digital photo frames. My work involved conceptualizing the UI strategy and interaction design – task analysis, creating detailed wireframes, specifications' documentation, supervising vendors for prototype / mockup building and interacting with client / suppliers.

HANDHELD FOR MARKET RESEARCHERS

As part of an academic assignment at NID, I designed a handheld device along with its UI for field workers doing market research.

### **Domestic Appliances**

INDUCTION COOKER

Induction cookers are hugely popular in South East Asia; I worked on some of the mid-end induction cookers. My work involved interaction design – task analysis, creating detailed wireframes, specifications' documentation and interacting with client.

ELECTRONIC RICE COOKER

With emerging needs of Asian kitchens in terms of space and utility coupled with growing awareness of healthy food, there was a need to come up with a fresh UI paradigm that reflected advanced technology and ease of use.

My work involved trends research, conceptualizing the UI strategy and interaction design – creating wireframes / flows, assisting supervision of prototype / mockup building and interacting with client / suppliers.

### **Research**

CROSS CULTURE INFLUENCE ON USER RESEARCH IN INDIA

My diploma project at Hewlett Packard Labs was an investigation into the cross cultural influences on user research in India. It involved a detailed survey of the available literature on cross cultural usability. The Gesture based Keyboard (GKB) project formed the backdrop of my research, as part of which I interviewed / observed about 60 users in Bangalore and Lucknow.

INPUT SYSTEMS FOR INDIC SCRIPTS

Sponsored by Hewlett Packard Labs, this project aimed at investigating methods and usability of data into computing devices using Indic scripts. A user centered approach was taken that included Analyze, Design, Prototype, Test as the four stages. As a classroom team, we researched and conceptualized text input / handwriting recognition assisted interactions specific to Devanagri script.

### **Workshops**

UI IDENTITY / HARMONISATION FOR CE PRODUCTS

I was part of a regional team that brainstormed and conceptualized a UI identity program that could be applied to the entire range of Consumer Electronics product range over a period of few years. The India team focussed on photo related products. I was involved in initial conceptualization of basic UI flow and interaction elements.

FUTURE SUSTAINABLE LIVING WORKSHOP – NIELS PETER FLINT

Niels Peter Flint (O2 Network) had come to NID to take a workshop on sustainable living. This workshop aimed at sensitizing students and coming up with future scenarios in sustainable living. I moderated a sub-group of students and helped them articulate the scenarios. The outcome was a presentation and an informal exhibition.

## **Websites**

### **QED BATON**

In the face of recession and stiffening competition in the KPO sphere, the client required a complete rehaul of its existing website to reflect a more professional online presence. I consulted QED baton on the overall communication strategy, content, CMS platform / vendor selection, interaction and visual design and supervision of the website development that the vendors undertook using Joomla, a popular open source CMS.

### **SANGATH / DR. BALKRISHNA DOSHI**

As part of my summer work during NID, I consulted the client on the content, interaction and visual design of the website. I also developed the website using HTML and Flash. The client has changed the website and the current one does not reflect my work.

### **VARUN RADIATORS**

I consulted the client on content, interaction / visual design and executed the website using HTML and Flash. I also helped the client in SEO.

### **DIVYA LAHORIA**

Portfolio website for a textile designer. The approach centered around a simple text-image based navigation system. The interface was designed to retain the focus on the images / visuals throughout the user experience.

## **Applications**

### **SMART CONTROL**

This was a setting / calibration application for Philips Monitors group in Taiwan. I was involved with the interaction and visual design for the same.

### **ROBOTIC VACUUM CLEANER – SERVICE APPLICATION**

This service application was meant to be used by service engineers in testing / repairing a robotic vacuum cleaner. I was involved with the interaction and visual design for the same.

### **TOUCH BASED CONTROL PANEL FOR INROOM HOTEL LIGHTING**

I worked closely with the Singapore studio for designing a touch based application for an external client in the hospitality industry.

## **CD-ROMs**

### **YOUNG DESIGNERS 2003**

YD is the annual index of convocating students' profiles and works. I was involved in the design and development of the CD-ROM that was attached to the print publication. I was part of a 3 member team; my contribution was aligning the graphic design to the print version, task analysis, information architecture, interaction design and content editing. The overall visual identity and flash development was handled by other members of the team.

### **CLOTHING FOR CHILDREN – GOVERNMENT OF KERALA**

This was an instruction design CD project commissioned by the Government of Kerala for teaching women how to make clothes in a step-by-step manner. Working under Integrated Design Services cell at NID, I designed and developed the CD in terms of interaction and visual design. I was assisted by an animator for the illustrations used in the CD.

## **Graphic Design**

### **SETU**

Setu Cybertech needed a rehaul in its visual identity to reflect a more professional image. I designed the identity and delivered identity specifications along with the identity applied on visiting cards, letterhead and envelopes.

### **INDIA 2020 EXHIBITION**

India 2020 was an exhibition that aimed at probing / visualizing the future along parameters such as Living, Entertainment, Communication and Education. I designed the overall visual identity and exhibition panels for the same. The content was the outcome of an academic exercise conducted by Lourdna Ross from RCA. I was assisted by a professor for the illustrations.