

Alap Shah

Masters in Design

Indian Institute of Technology Kanpur, INDIA

Bachelors in Architecture

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Curriculum Vitae

www.coroflot.com/alapshah/portfolio

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Objectives: To contribute best as an active team member in each and every project up while enhancing my knowledge and intellect in and beyond my domain of work.

Ideology: I come to believe in simplicity, quality and original good ideas. I think and starve for designs which are green, easy, useful and attractive.

Interest Areas: Interaction Design, UX and UI design, Architecture, Media design, Advertising, Game Design, Graphic and illustrations.

Current Position: Designer at **Dentsu Marcom Pvt. Ltd. Gurgaon, India**

Education:	2008-2010	Indian Institute of Technology, Kanpur Currently pursuing Masters in Design (Interaction Design)
	2008	CEED Exam-Scored 96.39 Percentile with All India Rank: 39
	2003-2008	Visvesvaraya National Institute of Technology, Nagpur Obtained Degree of Bachelor's in Architecture with CPI: 7.37 Topped Final Thesis Project semester with SPI: 10.00
	2003	HSC EXAM Maharashtra Board, Nagpur 86.5%
	2001	SSC EXAM Maharashtra Board, Nagpur 84.26%

Projects: **Advertising Experience Design on mobile phones (UX and UI Design)**
The objective was to create a powerful, flexible, vivid solution for totally changing the perspective towards experiencing advertisements. This Project was selected for presenting at USID conference 2009 at Bangalore, India.

Future Magazines- (Interaction Design, UX & UI design)

Project under VTT carried out by TTK at Design Factory, FINLAND.

The objective of this project with VTT/Forest cluster was to indentify new meaning of the future magazine to make customer satisfied by strengthening the magazine with flexible user experiences and design solutions in next five years to success in the market.

Wild Wiki (Interaction design, UX and UI design)

Design of an interactive product for wild life enthusiasts (Product Design, UX, UI design)

The Objective was to design a device for wild life enthusiasts providing easy access to every kind of wild life database and facility to update it. It should also give the provision of developing a social network, personal database and other related facilities.

Interactive Restaurant Menu Card Design (Interaction design, UX and UI design)

The problem statement was to make the activities in a restaurant more interesting, improving the interaction between consumer and the restaurant staff and the overall experience of visiting the restaurant unique.

Astute (Interaction design, Product design)

“Astute” is a portable device for differentially abled for their own social networking, communication and knowledge sharing. This application is compatible for visually impaired, deaf and dumb. It interacts using digital screen, voice and Braille.

Interactive Bus-stop assistive screens (Interaction design, UX and UI design)

A special interactive booth is being designed which assists in all city transport facilities. This interactive kiosk helps you to go through the road map of the city, access the bus information, book your tickets, plan your travel, etc. You can also run through the city maps for information about important places.

Global War Museum + A Sanctorum of Peace, Mumbai (Architectural Project)

It's an architectural thesis where I have designed a museum of international level with an objective to liberate people about wars and the importance of peace. The spaces and architecture as designed accordingly.

Media Design:

- Video Documentary Produced on Leather Industries for Ministry of Handicrafts, INDIA.
- Video for UNICEF CRC Video Contest 2009 which was produced on the theme for Child Rights, got selected in the 12 final entries internationally.
- Concept video over Money (Rebirth).

Experience: June - December 2007, Architect and Designer
Version Absolute Design Studios
Worked on several architectural and design projects

Technical: Adobe Photoshop, Flash, illustrator, CorelDraw, 3ds max, Autocad 08, SketchupPro, Premiere Pro, Microsoft Office 07. (Basic C, C++, VC++ programming)

Soft Skills: Low fidelity and high fidelity prototyping skills, structure information and task flows, conducting usability test, Logical and analytical abilities, Computer Aided Design, 2d and 3d Digital Presentation, Information architecture design, creative practicality and ability to adapt in any environment, ideation.

Achievements and Awards:

- Winning entry for an international competition, **Boycott Bad-Design Contest'09** by UMO organization, Bangalore.
- Project of “Advertising Experience on Mobiles” was selected to be showcased in **Launch Pods at USID 2009 Conference held at Bangalore.**

- UNICEF CRC worldwide Video contest finalist (2 out of 12 Finalist entries). The video was made on topic of child rights.
- Topped Final Thesis Project semester with SPI: 10.00 in B.Arch and the project (Global War Museum + Sanctorum of peace) was selected for Exhibition by **Indian Institute of Architects**.
- Won first prize in Ad-Photography, TechFest 08, IIT Kanpur.
- Was Trophy coordinator for HUDCO in NASA'05, and participated in NASA'06.
- Won prizes in tensile structure design competitions at Zonal NASA Convention 2005, MIT Gondia.

Workshops Attended: PRODUCT STYLING (Shoubhik Dutta Roy), USER EXPERIENCE DESIGN (Adesh Singh and Amit Pande - Yahoo!), Information Design and Architecture (Sharvari Ghosh, Yahoo!), TYPOGRAPHY (Abhishek Hazra), VLM WORKSHOP (Helsinki Design Factory), COMIC WORKSHOP (Sarabjeet Sen), CLAY STYLING WORKSHOP (Mudita Ghosh), COMPOSITE MATERIALS (Nachiket Thakur), ANIMATION WORKSHOP (Shilpa Ranade), HANSON ROBOTICS (Dr. David Hanson) Lectures, 3D Scanning, RETAIL DESIGN (Sushil Narsain), **4i LABS:** (RPT- rapid-prototyping, Milling, Water Jet cutting, CNC lathe), BRASSWORKSHOP (Muradabad artisans).

Hobbies: Photography, travel, Tennis, Gliding, Sketching, Basketball, Swimming, Interacting with new people from variety of backgrounds and Domains.

Personal profile:

Name: Alap Shah

Fathers Name: Harshad Shah

Date of Birth: 25th March, 1985

Sex: Male

Marital Status: Single

Languages: Verbal and written fluency in English

Mother Tongue: Marathi

Nationality: Indian

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