



Foram Chotalia

Roll Number : 194205013

M.Des

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Education

Degree/Certificate	Institute/Board	CGPA/Percentage	Year
M.Des	Indian Institute of Technology, Guwahati	8.53 (Current)	2019 - Present
B.E	SVBIT	7.36	2013 - 2017
Senior secondary	HSEB board	60.7%	2011
Secondary	GSEB board	83.5%	2013

Projects

- **Designing cohesive online learning platform** *Ongoing*
Studied the impact of COVID-19 on education sector, conducted user interviews of stakeholders involved in 7 different establishments, followed by user survey to inquire about the access, digital literacy and E-readiness, and online load across all stakeholders. Ran a competitive analysis to gauge the positive and negatives of the software and applications being used. The project is still ongoing.
- **Augmenting campus commute culture** *Jan-Mar 2019*
Professor Pradeep Yammiyaver
This Semester Thesis Project correlates stress in student life with physical activities. User interviews and behaviour analysis were carried out for IIT-G students. Final design deliverable held a multi fold approach with a pump track layout aided with an application that tracks cycling and other activities. The crucial learning here was the exploration of a multifaceted conceptual solution.
- **System design intervention for IIT-G hospital** *July-Nov 2019*
Assistant Professor Pratul Kalita
The class-room group project was done as part of Design Methods course ware. The IIT-G hospital infrastructure was studied using multiple fundamental methods. The conceptualized solution caters to fill the gaps found in the current ecosystem. Was largely involved in conducting user interviews, need analysis, user flow, wire framing, concept sketches, visual design and final prototype.

Design skills

- **Tools** : Adobe Illustrator, Adobe XD, Photoshop, After Effects, InDesign
- **Skills** : User Interface Design, Graphic Design, Branding Design, Art Direction, Illustration.
- **User Research** : User Interview, Contextual Inquiry, Task Analysis, Persona Hypothesis, Cognitive walk through, Journey Mapping, Heuristic Evaluation, Task Analysis, Competitive Analysis.

Extracurriculars

- **Core Team Member | Media and PR Team | Ishanya 2020** : Took part in the conception and execution of campaigns to be run on all media platforms. Participated in building team strategy and work distribution. Micro-managed sub teams and inter-team collaboration work.
- **Event Organization** : Been part of organizing committee of Gandhinagar Green Run 2019 in association with Rotary Club Gandhinagar (2019), organized and participated in multiple inter-college events (2013-2017), been crucial in organizing district level inter-school cultural fest Quest13 (2013).

Key courses taken

- Design: An Introduction
- Design Methods
- Interaction Design
- System Design for Sustainability
- Visual Design: Principles and Applications
- Graphic Design
- Design Semantics
- New Media Studies