SIDV

SIDDHARTH VANCHINATHAN
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EXPERIENCE & EDUCATION

DESIGN

08/2010 - 08/2012 2 years
Graduate Industrial Design, Art Center College of Design, CA
Masters in Industrial Design with a focus on using technology and design to disrupt products and services.

05/2011 - 03/2012 10 Months
User Experience Consultant, University of Southern California
Created the user experience and the interaction design of the PLAY! platform in collaboration with researchers at Annenberg School of Communication & Journalism. PLAY! is designed to be an open-content, open-knowledge platform with built-in game dynamics to create engaging learning experiences.

08/2008 - 06/2010 1 year 10 months
Senior Industrial Designer at Ergoform Design, India
Started off my industrial design career as a trainee designer and in less than two years, I was heading the product design department at ergoform, conceptualizing experiences and creating prototypes for projects in street furniture, retail spaces and automotive accessories for clients in India and the Middle East.

02/2008 - 05/2010 2 years 3 months
User Experience Consultant, Netbramha Studios, India
Architected and designed the brand and online experience for TrackEveryCoin. In collaboration with the founders, I created wireframes, visualized the web application and coordinated with developers to ensure proper implementation. Also designed the online experience for Yoplr - an experiential travel service in India.

BUSINESS

12/2009 - Present
Founder, A-Rix Meter, India
A-Rix meter is a company that produces products catering to providers and consumers of public transportation in India. I am responsible for creating products, marketing and managing a team of developers.

08/2007 - 12/2009 2 years 5 months
Co-founder and VP Design, Locomi.com, India
Locomi is a local search and discovery service (think Yelp) for cities in India and Singapore. As VP of Design, I was responsible for all things design including branding, interaction design and collateral. Worked with a dispersed team in three countries and quality controlled the execution. Exited by selling to a competitor in Singapore.

TECHNOLOGY

2004 - 2008
Bachelor Electronics Engineering, Manipal University, India

01/2008 - 06/2008 6 months
Intern, Cisco Systems, India
Worked on a skeuomorphic interface to control high performance router systems through an intuitive software interface.

"Listens intently and turns ideas and requirements into beautiful designs. He poses the harder questions to ensure that we are constantly pushing the envelope"
Erin Reilly, Creative Director

"Composed, highly dedicated and committed to his work. He is also responsible for most of the creative initiatives that we still practice at ergoform"
V.P. Vijaykumar, CEO & Principal Designer

"Imaginative approach to the complex interactions we were posing. He took the time to explain his design decisions which clearly demonstrated his expertise on the subject"
Swaroop C.H, Co-Founder & CTO

"At Locomi, he is responsible for what is our snazzy UI and the general look, feel and usability for the website. Terrific person to work with"
Ravi Bhushan, Co-founder

SKILLS & EXPERTISE

Industrial Design, Interaction Design, User Experience, Design Research, Storyboarding, 3D Visualization, Rapid Prototyping, Information Architecture, Graphic Design, Future Forecasting, Product Strategy, Brand Strategy, Design Team Management, Moderation.