

## Amit Rathod

**Objective:** To work in cross domain environments in the interaction design with scope for creative exploration for the problem solving

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**Date of Birth:** 04 October, 1978

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**Education:** Masters in Design with specialization in Industrial Design (2000-2002)  
Industrial Design Centre, Indian Institute of Technology, Mumbai  
CPI - 8.85

Bachelor in Engineering (Production Engineering) (1996-2000)  
Walchand Institute of Technology  
Ranked second in University with 76%

Modern Information Systems (Dec.. 2003)  
IIT Bombay: Continuing Education program: CEP  
Short term course Involving introduction to RDBMS, SQL,  
Software engineering process,SRS documentation, basics of networking.

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**Professional Experience:** Cordys R&D India (Pvt) Ltd. (Aug. 2003 till present)  
Associate Usability Engineer (Usability Engineering Group)

Cordys provides extended enterprise solution through service oriented architecture. I worked for different applications built on Cordys platform which involves working closely with cross-domain stakeholders, coming up with detailed designs, validating through Lab-tests. Also I worked towards formulating User Centric Design practices.

Media Lab Asia, IIT Bombay (July 2002 – July 2003)  
Research Assistant ('Interfaces for all' group)

Media Lab Asia is a research lab in collaboration with MIT, Media Lab, Boston. I designed Indian Language UI and coordinated multiple concurrent projects and contributed through novel evaluation models and usability testing methods for the lab. Coordinated and contributed to research in Indian language text entry methods, for which two patents were filed.

Design centre, Whirlpool India Ltd. (WIL), Pune. (1 month)  
Vocational training as a part of Project II for Design programme

I redesigned and prototyped the 'Ice twister unit' to facilitate easy ice-cubes removal and collection in the tray below for trouble free handling. A short term project of developing eco friendly packaging was also handled to get an exposure to the packaging aspect.

## Student Projects : Final Year Engineering Project

4 months

It involved design of structural elements and use of sensors, drive mechanisms to implement navigation and control of an unmanned remotely operated pesticide sprinkler for farming to avoid the human exposure to harmful chemicals.

### Interface Design project at IDC:

2 weeks

Redesign of the interface for the IITZeus, a software for the Aerodynamic analysis. This involved the study of user tasks and responses involved in the interaction and developing an understanding of user mental model for Computational Fluid Dynamics.

### Project I: Three wheeler Electric golf-cart

2 months

### Project III: Indian language input devices

4 months

## Projects @ MediaLabAsia : Indian language Input Devices

I conceived and coordinated the development of Indian language input devices and played a pivotal role in pushing the raw concepts to product form. We developed a few solutions, two of which evoked considerable interest namely and are being patented. Different projects handled so far

DynaKey : dynamic approach to Text Input for Phonetic orthographic scripts

Key-Lekh : Indic Language Keyboard (Barakhadi)

e-Lekh : stroke based Indic Language Input for hand held device

Text entry solution for mobile phones

Apart from this I regularly follow the development in this area.

### Interface for the pricing information

As a part of the team developing interface for the pricing information of agriculture produce, I was involved in the user research and conceptualization. I supported my team with user study involving field visit, conducting Contextual Inquiry, capturing User data and generating functional design specification.

## Projects @ Cordys : Usability Tracker

6 months

It is an application which provides a framework for tracking the Usability activities performed for software products at different stages of development. It has different tests, checklists, Context of Use doc. to be filled in which are later consolidated under the light of different usability criteria. The results of these tests reveal the issues and the usability problems and the recommendations are given by the consultant to take the corrective actions.

### BOM Editor

2 months

Area of work: Visualization of Hierarchical information

The aim was to enhance the capacity of the tree structure to present more number of siblings in the given hierarchical information as well as use of "Focus + Context" visualisation technique to enable the navigation from the cluster to details. In this solution we use the depth cues to give the idea about the hidden set of child nodes.

### Medical Claims Processing Application

1 month

This product was developed using Cordys platform framework for a Bangalore based client, Process Mind. I worked mainly on the Application functionality, Solution architecture and Design Detailing. The lab test with dummy users was performed to validate and fine tune the design.

### Kanban Manager

2 months

The application is for supply Chain Management which manages pull based replenishment system to synchronise the internal production. Initial draft of design documents and diagrammatic functional flow helped different stakeholders to have a common language to interact and finalize in process. I did scenario based review, designed UI, and performed lab test to validate the designs.

#### Non-Conformance Management

3 months

This product provides a framework for handling the non-conformance (defect) in the process industries. I worked in gathering the functional requirement from existing paper based system to come up with more user-centric solution architecture. We started with context of use documents, task analysis per scenario and the detailed UI designs. Users study was partly based on the interactions through WebEx sessions, while insightful and generic analysis of tasks was done based on interaction with the customer representative and functional consultant.

#### Usability-Matters Website

1 week

Compilation of 'Bad design' examples in everyday life as a part of organisational activity to make developers, technical people sensitive to bad designs.

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**Summary of Skills:** Good at working with multi-functional teams  
Strong organization and communication skills  
Ability to communicate ideas through sketching, rendering, and computer aided modeling.  
Strong design methodology and ideation skills  
Good at design methodology which includes:  
    User research, user profiling and scenario building  
    Solution conceptualization and presentation  
    Rapid prototyping using various methods and User testing of prototypes  
    Wire-framing and functional specification development for user interfaces  
Computer related skills  
    3D – Rhino2.0, AutoCAD2000, ProE2000i, 3Ds Max  
    Graphic 2D- Freehand, Photoshop, CorelDraw10, Adobe InDesign  
    UI Prototyping - Dreamweaver, Macromedia Flash MX (familiar with action-script), Visio 2000, Frontpage  
Languages known:  
    Fluent in English, Hindi and Marathi

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**Research Interests:** Closely follow the research topics like Information Visualization, Use of Context in Search. Having practised, well conversant with the design tools like Contextual Inquiry, User profiling  
Part of team that did comprehensive study to come up with Interface design considerations for thick and thin client environments and consequently define Profile based UI Guidelines

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**Publications:** Prof Anirudha Joshi, Amit Rathod, *A Dynamic Text Input scheme for phonetic Scripts like Devanagari*, at DYD: Development by Design conference, Bangalore, 2002

Prof Anirudha Joshi, Amit Rathod, *An intelligent Text Input scheme for Indic Scripts*, at International Conference for Multimedia and Design, Mumbai, September 2002

*'Key-Lekh: A Keyboard for Text Entry in Indic Script'*  
at CHI'04, April 2004, Vienna, Austria

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**Intellectual Property:** Co-inventor in Provisional patents filed for the designs

e-Lekh: Stroke based input for hand held devices : No.273/BOM/2004

Key-Lekh: Indian language keyboard : No.720/MUM/2003