

PRANSHU CHAUDHARY

User Experience Designer | Design Research

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wittywit.com

ABOUT ME

I am a New Media and User Experience designer. I want to work on technologies and mediums that are context specific. I optimise User Experience through clear content, simple navigation and dynamic design.

f /pkch101

t /wittywit

in /pranshu101

PROJECTS

Fireflies: Non-Intrusive way of conveying Nostalgia

Researched over Nostalgia and designed a Product that allowed to convey nostalgia in a non-Intrusive manner.

#IOT #User Experience #Physical Computing

Natsukashii: A place to share and relive collective memories

A WebGL project that allows users to share and see shared memories of Collective Consciousness of a world gone by.

#WebGl #User Experience #Javascript #HTML5

TakTaki Cinema: Eye Gaze based Interactive Cinema

A medium to create interactive cinema that allows viewers to create their own adventure based on their gaze on the Screen

#EyeGaze Tracking #User Experience #Javascript #WebSite

Ethnography: Tanda Power Loom Weavers

Conducted a 2 weeks long Ethnographic study with community of power loom weavers at Tanda Uttar Pradesh.

#Ethnography #Research #Design reasearch

EDUCATION

POST-GRADUATION DEGREE

New Media Design | NID | Gandhinagar

UNDER-GRADUATION DEGREE | B.Tech

SRMSCET | UPTU | Bareilly

INTERMEDIATE

DAV Public School | RihandNagar

EXPERIENCE

SWIFT Themes | 2015

Worked as a Wordpress Theme developer and designer. We worked on Wordpress theme Swift.

Content Writer | Blogger | 2010-2015 | 6 years

Worked as content writer for various blogs, theGeekDaily.com, Comptalks.com, TechBu.com

SKILLS

- User Experience Design
- StoryTelling
- Design Research
- Rapid Prototyping
- Gamification

TOOLS

Illustrator	<div style="width: 90%;"></div>
Photoshop	<div style="width: 85%;"></div>
InVision	<div style="width: 95%;"></div>
JavaScript	<div style="width: 75%;"></div>
HTML/CSS	<div style="width: 95%;"></div>
UNITY/ AR-VR	<div style="width: 60%;"></div>

REFERENCES

Dr. Jignesh Khakhar | Coordinator New Media Design @ NID

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