

## Personal details

Name	Siddharth Muthyala
Year of Birth	1982
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Portfolio	<a href="http://cargocollective.com/sid">http://cargocollective.com/sid</a>

## Education

2008 - 2009	Master, Interaction Design <i>Copenhagen Institute of Interaction Design, Copenhagen, Denmark</i>
2001 - 2006	Diploma in Furniture & Product Design <i>Srishti School of Art, Design &amp; Technology, Bangalore</i>
1986 - 2000	Higher Education <i>The School, K.F.I, Chennai</i>

## Honors

Full tuition scholarship to attend Pilot Year at Copenhagen Institute of Interaction Design, Copenhagen, Denmark

## Overview

I am an Interaction and User Experience Designer with a Product Design background and have a keen interest in a process driven approach to Product Development and Design. I am eager to work in a cross disciplinary, collaborative, multi-cultural and creative environment.

## Work experience

### User Experience Designer

Sept 2008 - present

- Designed cameras for children to explore the immense potential the medium has in child's growth and development stages.
- User centered design projects with professionals from leading firms including DSB, Live|Work, IDEO, LEGO and Novo Nordisk at Copenhagen Institute of Interaction Design
- Hosted an experimental lab at Reboot 11, partnering, designing and prototyping design ideas and concepts for all participants at the conference

### Design Volunteer *GreenSchool Bali, Indonesia*

March 2008 - May 2008

*GreenSchool is a beautiful experimental school in Bali, Indonesia. The school and curriculum is built around sustainability and an eco friendly way of living. I spent my internship designing and learning with Bamboo, I worked on designing layouts and furniture for the Kindergarten and a classroom.*

### Design Team Lead/Designer *Nokia Design Oasis Studio, Bangalore, India*

Aug 2007 - Dec 2007

*Nokia has setup several cells around the world called "Oasis", I worked on a project at the Design Oasis Cell in Bangalore, India. Responsibilities involved managing a team of 4 people to structure their research, organising and documentation, and then to lead the concept development stage.*

### Junior Designer *Quicksand Design Studio*

Mar 2007 - Aug 2007

*A multi-disciplinary design firm based in New Delhi, India. I was a junior designer working on an exhibition design project for the World of Coke Exhibition.*

### Independent Designer

2002 - present

*Through the years at school and after, I worked on several projects as an Independent designer as a freelance agent. Projects ranged from redesigning the Alliance Francaise institute in Bangalore, India and working on furniture design for firms. I actively took on graphic and communication design work as well during this period.*

## Proficiency and Skills

Concept Development | Storyboarding and Scenarios | User Research  
Prototyping and Design | Visual UI Design | Product Development

Proficient in 3DS Max, Autocad and SketchUp

Proficient in Adobe package (Photoshop, illustrator, Flash, After Effects etc)