



# Keta Patel

## Experience Designer (Interaction + Strategy)

patel.keta@gmail.com • 765-714-4999 • www.ketapatel.com

### EDUCATION

Master of Design Candidate,  
Interaction Design + Strategy Design  
Institute of Design, Chicago 2014

Certificate Course: Creativity & Innovation  
Harvard Business School Publishing,  
Los Angeles 2009

Graphic Design - Visual Communication  
National Institute of Design, India 2008

### SKILLS & INTERESTS

Design research, visual storytelling, wire-framing, service design, persuasive design, prototyping, experience prototyping, IA, experience modeling & data visualizations.

Software: Adobe Photoshop, Adobe Illustrator, Adobe After Effects, Adobe InDesign, Adobe Premier, Axure, Keynote, 3DStudio Max.  
Basic: HTML/Css, Javascript, JQuery, Tableau

### AWARDS, HONORS

- Interaction Awards (Shortlist), 2014  
Project: Compass, for Google Glass
- EPIC LONDON, Pecha Kutcha, 2013  
Project: Your Creative Mindset Is the Future
- Internet of Things Lab, Best Concept, 2013  
WebVisions, Project: 'Begin'
- Computer Human Interactions (CHI), 2012  
Video Showcase, Project: Skywords
  - Promax Asia Silver, 2008  
Best Contest Promo, Motion Design
  - Ratan Tata Scholarship, India, 2006
  - National Centre for Child's Culture, 2002  
Egypt, Poster Competition
- The Rose of the Lidice Medal, Painting, 2000  
Czech Republic
- BalShree National, Creative Arts, 1997  
Awarded by the President of India

### WORKSHOP FACILITATION

- Empowering Communities: A hands-on workshop with Frog's Collective Action Toolkit  
Assistant Facilitator, DRC, Oct 2013
- New innovation spaces at work  
Herman Miller, Grand Rapids, Co-Creation Workshop, Nov 2012
- BetterAt: Design for Learning  
Bill & Melinda Gates Foundation, Dec 2012

*Experience designer seeking a full time opportunity in a multi-disciplinary team. Passionate about user centered design and research. Currently, delving in making sense of big data; specifically the amalgamation of Qual and Quan for designing experiences and crafting persuasive interactions.*

### WORK

**Research Assistant** • ID, IIT Chicago Oct 2013 » Present  
A research project to understand the current and future trends in consumer shopping behavior. Identify and explore the macro-forces that will effect grocery shopping and food consumption.

**Experience Design Intern** • Moment Design, New York May 2013 » Aug 2013  
Worked for an UX vision & strategy project for a Quality Management System Software. Designed wireframes & concept sketches for an event planning experience for Cardiovascular Research Foundation conference. Conducted & facilitated co-creation workshops.

**Motion Graphic Designer** • NDTV Goodtimes, Delhi, India Oct 2010 » Jun 2012  
Worked as a part of a three member team handling the Broadcast Graphics of the entire channel. Managed & trained several interns & new hires by teaching & guiding them.

**Concept Designer** • Walt Disney Imagineering, Los Angeles Sep 2009 » Jun 2010

**Motion Graphic Designer** • INX Media, Mumbai, India Jan 2008 » Aug 2009

### PROJECTS

**Compass: For Your Delightful Wandering**  
Exploring emerging wearable technologies, and environmental interactions leveraging Google Glass. Designed a new visitor experience at the Bronx Zoo & showcasing this using prototyping & visual narration.  
*Interaction • Strategy • Experience*  
Client: Moment design, NY

**Localized: Interactive Space Installation**  
Understanding the passengers mindsets during layovers at O'hare International Airport & designed an interactive space installation. Our approach was to look through the lens of the layover passenger as an entry point into a digital platform supporting the visitors to get a unique Chicago experience from the locals perspective.  
*Research • Interaction • Strategy*  
Client: Choose Chicago + O'hare Int airport, IL

**A New Norma: Post Cancer for Teenagers**  
Applying 'Quantitative Self' principles & fostering strong peer networks to assist teenage leukemia patients acclimate to a new normal life. A research stance - to explore the evolution of the Human API.  
*Interaction • Communication • QS*  
Client: MSK Cancer Center, NY

**Always on: Research using Sensors**  
Investigating the in-between moments of life to explore the ways in which we mediate information using mobile tech while on the go— to better understand technology's role in helping us to manage our experience of connectedness. A qualitative overlay on quantitative data using monitoring techniques by introducing new tools like wearable devices, sensors and tracking apps.  
*Research • Sensors • Interaction*

**Networked Cities: A study in new innovation spaces in work environment**  
In-depth design-ethnographic study in co-working spaces. Client: Herman Miller, MI  
*Research • Strategy • Innovation*

**Service Design: Safe Biking in Chicago**  
Creating services from an entrepreneurial perspective that leverages open & available local data through service journeys, experience prototyping & service blueprints.  
*Interaction • Planning • Experience*

**Interactive Persuasive Behavior Change**  
Designing interactions to support preferred behavior by consumers & build a 'digital engagement' to guide an actionable resolution.