PALASH MUKHOPADHYAY

PRODUCT DESIGN + FRONT-END + DEVICE-AGNOSTIC

My strengths lie in rapid front-end development and design. I excel at:
· Product Design, UI & UX Design
· Rapid web-development
· Device agnostic interfaces
· Typography, Graphics & Icons

I'm curious by nature, able to grasp fast and work well as part of a team to meet deadlines and solve problems. Am addicted to reading, writing and photography.

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DOB 27 OCT 1981

2015 · 2016

DESIGN LEAD, MORRR, HELSINKI, FINLAND

– **Design, product and front-end development of the user-interface for the service across all devices and platforms.** This includes testing variations and meeting business requirements through data-driven design interventions. Along with this, I also oversee all aspects of design from brand voice in photos and videos, to user experience and marketing collaterals.   *www.morrr.com*

2014

FOUNDER & CHIEF DESIGN OFFICER, NOTICED, HELSINKI, FINLAND

– Founder, design and product lead for Noticed — a fledgling communication platform for organisations. Noticed attempts to aggregate, sort and classify content and present it to the user in a simplified format; in order to reduce information clutter and unify multiple information channels. My task at Noticed involved overseeing **everything design-related and keeping the product simple, effective and delightful.**   *www.noticed.at*

– Design and rapid development of Haloo Akseli for the Gallen-Kallela foundation.   *halooakseli.fi/collections*

2013

DESIGN RESEARCHER, AALTO FABLAB, HELSINKI, FINLAND

– Assisting and consulting users with projects involving laser-cutting and desktop 3D printing, while ensuring smooth running of the FabLab in general. Developed core competencies for handling materials and machines used for **laser-cutting, vinyl-cutting, PCB fabrication, 3D printing, CNC milling and streamlining multi-process projects.**

2011 · 2013

UI DESIGNER, THINGLINK, HELSINKI, FINLAND

– **Responsible for design across the service, including all screens and UI elements, and the styling of the service front-end.** I have overseen three complete redesigns of the service, most importantly through its transition from a publishing tool to a social microblogging platform. During the transition, intensive user-testing and A/B-testing of the service was also done to optimise visitor-conversion and user-retention. **The current service is responsive, mobile and touched by over 1 million users daily.**

– Prototyped an extension of the ThingLink core service to include a **NFC offering through interactive tagged posters.** Designed and developed the mobile UI to facilitate the reading of multiple tags simultaneously. The UI pattern was patented.

2010

– **User-research and multiple user-interaction solutions** for Oppifi's Epooq, a memory archival service for mature citizens.   *www.epooq.net*

– **Branding, identity collaterals, identity guildelines and web-design** for GreenCare Finland.   *gcfinland.fi*

2010 · NOW

MA IN NEW MEDIA, MEDIA LAB, AALTO UNIVERSITY, HELSINKI, FINLAND

– **Fabricated a multitouch table and interface, AniMate,** an interface enabling users to draw and watch their drawings animate and interact in realtime.
– **Electro-mechanical musical instrument** featuring twin drums controlled by spinning fans much like a DJ's turntables.

SKILLSET

· HTML5
· CSS3
· JS
· Node.js
· GIT

· Sketch
· Photoshop
· Illustrator
· InDesign

· Jekyll
· Drupal
· Wordpress
· Kirby

· Processing
· Arduino
· Pure Data
· Open Frameworks

· Axure
· OmniGraffle

Native fluency in:
· English
· Hindi
· Bengali

Learning Finnish.

| 2008 · 2010 | RESEARCH ASST. TO PRINCIPAL INVESTIGATOR OF PROJECT VISION |
| | SRISHTI SCHOOL OF ART DESIGN & TECHNOLOGY, BANGALORE, INDIA |

As primary designer, I conducted **research into mobile-learning technology, play, alternative education methodologies and local craft-traditions** through workshops with children and their facilitators.

Project Vision is an international research collective started by Geetha Narayanan (Founder-Director, Srishti) in association with AVAS, DRIK (Bangalore), MIT (Boston) and Nokia University Relations Group & NRC (Helsinki); seeking to revitalise schools through stressing of the primacy of creativity, well-being and knowledge-creation; rather than numeracy and information-reproduction.

– **Web-design, development and architecture** for Project Vision's Namma Class ki Dhadkan; a social-media platform targetted at Classroom 2.0 learning.
– Ran workshop Building **Lego-bots that draw in response to external stimulus;** building concepts of gear-systems; stability-speed; sensor-programming and form-function relationships.
– **Conducted Kadina-Loka, a summercamp in Scratch games,** exposing children to game-strategy and logic.
  scratch.mit.edu/galleries/view/50414
– Designed **Aata Paata Horaata (APH), Play Learn Revolutionize; an eco-system comprising face-to-face and virtual interactive learning spaces driven by the need for after-school (play-learn-earn) safe-havens for children from peri-urban slums.** Presented APH at the Scratch@MIT 2008 Conference (MIT, Boston) and to Microsoft (Seattle).
– **Paper on Aata Paata Horaata** presented at the Designing for Children International Conference (IDC, IIT, Powai, India).
  www.designingforchildren.net
– **Taught workshop in Interactive Type** with Final Year students at Srishti using Nokia N810 and Arduino.
– **Development and design-consultation** for the Kabir Project website.
  www.kabirproject.org

| 2008 | FOOD NETWORKS, SUMMER SCHOOL, UNIVERSITÀ DI SCIENZE GASTRONOMICHE, POLLENZO, |
| | ITALY |

– **Proposal for effective distribution and marketing of local food** benefitting both consumers and food-producers, as part of the Slow Food Movement at Torino World Design Capital.

EXCHANGE RESIDENCY, INTL. ACADEMY OF MEDIA ARTS & SCIENCES (IAMAS), OGAKI, JAPAN
– Performance-installation Be (or ima, 今), a reaction towards overwhelming noise and activity of our time.

| 2003 · 2007 | GRADUATE DIPLOMA IN VISUAL COMMUNICATION DESIGN, SRISHTI SCHOOL OF ART DESIGN |
| | & TECHNOLOGY, BANGALORE, INDIA |

– **Find It, a metadata-independent media-search workflow and interface concept,** for use in a broadcast scenario, with Thomson (France).
– Nokia Oasis Lab, a collaborative lab between Nokia and Srishti, and one of only two such worldwide.
– **Conceptualised, executed and directed a modern-dance and new-media performance** on Bangalore (with Attakalari).

1986 · 2002	STUDENT, ST. XAVIER'S COLLEGE, MUMBAI, INDIA
	STUDENT, APEEJAY SCHOOL, NERUL, NAVI MUMBAI, INDIA
	LA MARTINIERE FOR BOYS, KOLKATA, INDIA