



Ekta Sachdev
Design Portfolio 2012



Ekta Sachdev
Masters Of Design

Education

2012 - Indian Institute of Technology Kanpur
Masters Of Design - 9.5/10

2011- Symbiosis Institute of Design
B.Des in Product Design - 3.255/4

2007 - Narsee Monjee College of Commerce
HSC - 80%

2005 - Chatrabhuj Narsee Memorial School
ICSE- 85%

Achievements

Samsung Smart App Challenge 2012 - Awarded among 17 Best Apps

Splash India TV Contest - 2 Apps selected among the 17 Best Apps

Certificate of Participation From USID Gurukul 2011

Installation coordinator for Symbiosis Festival, fundamental 2010

Work Experience

Interned at Stanford India Biodesign, AIIMS, May'12-Jul, 12

Interned at Desmania Design Pvt.Ltd. , Mumbai, Dec '11-Mar'11

Interned at Jayna Packaging Pvt Ltd., May'09-Jul'10

Soft Skills

Adobe Photoshop CS3

Adobe Illustrator CS3

Adobe Dreamweaver CS3

Autodesk Autocad 2011

Autodesk Inventor

Rhino

Keyshot

Hobbies

Travelling and Painting



Milkometer

Mobile application to keep track of milk records.

Individual
Project

2 Weeks
2012

Academic
Project

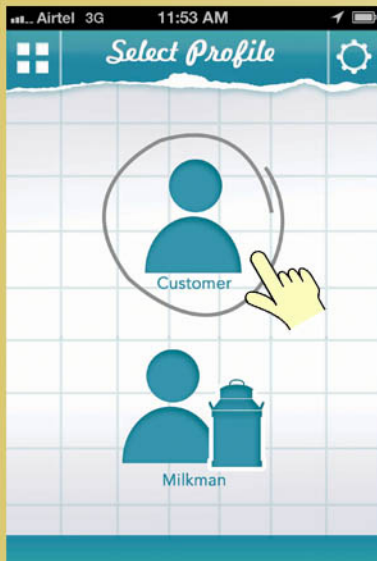


Milkometer

To design an application which makes the process of keeping records of milk consumption easier.

Problems Observed

- * Early morning knock of milkman is disturbing for the user.
- * To find a pen to record milk consumption when one is slumberous is even more frustrating and irritating.
- * User tends to forget to pen down the record later.
- * This leads to squabbles with the milkman at the end of the month.



User can select his profile



Enter daily consumption by scrolling the level of milk



Track your monthly consumption



Set details to calculate the bill

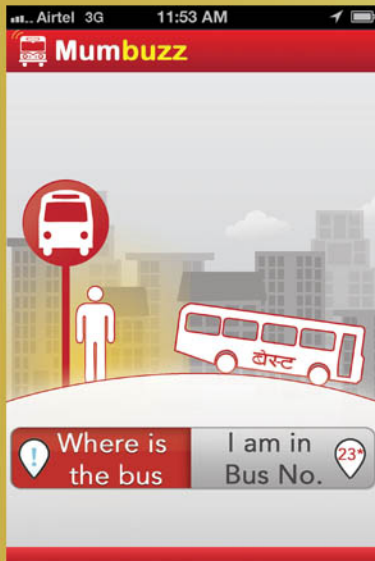
Mumbuzz

Realtime bus information based on wisdom of crowd.

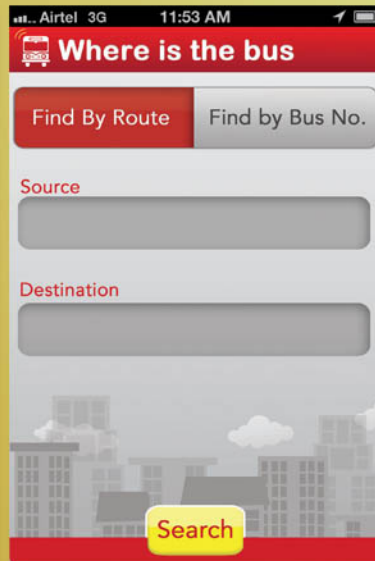
Individual
Project

3 Weeks
2012

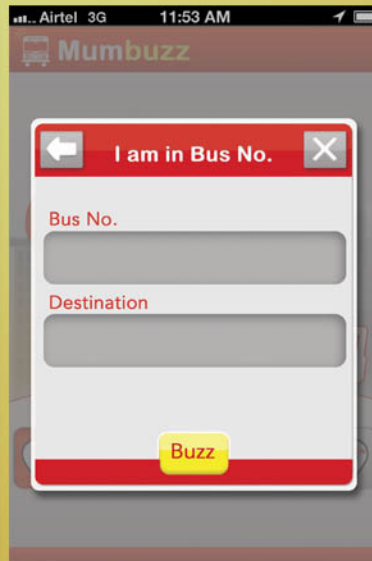
Academic
Project



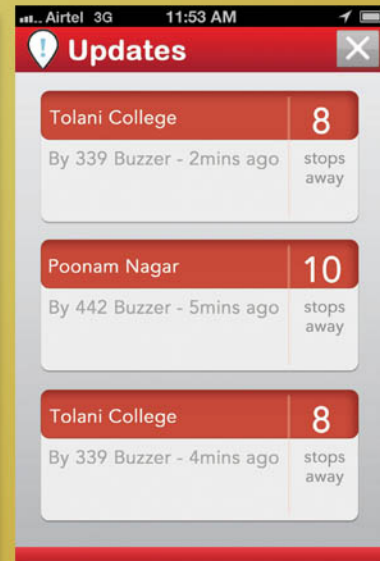
Find from the mumbuzz users where your bus is.



Search your bus by route or number.



Help others by feeding in the bus no. you are travelling in.



Get live updates from all the buzzers (bus commuters)

Speech Buddy

Website that assists parents to conduct articulation therapy at home.

Individual
Project

• 2 Months
2012 •

Academic
Project

What is Articulation Disorder?

An articulation disorder is a developmental speech problem in which an individual has difficulty producing speech sounds (phonemes) correctly.

Sh - S

L - W

R - Y

S - Th



Problems Faced by Parents



Expensive Therapy



Unaware about their kids problem



Speech Schools are not in vicinity

Problems Faced by Kids



Boring Activities



Repetitive Exercises



Short Duration of therapy

Opurtunity Areas



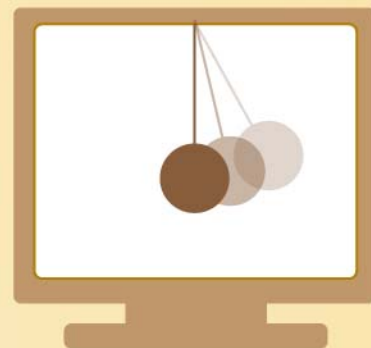
Computer + Internet = Therapy will reach every home



Fun + More Practice Time = Good Speech results

How Does It Work?

How does a parent conduct speech therapy at home with the website?



Take the kids Test

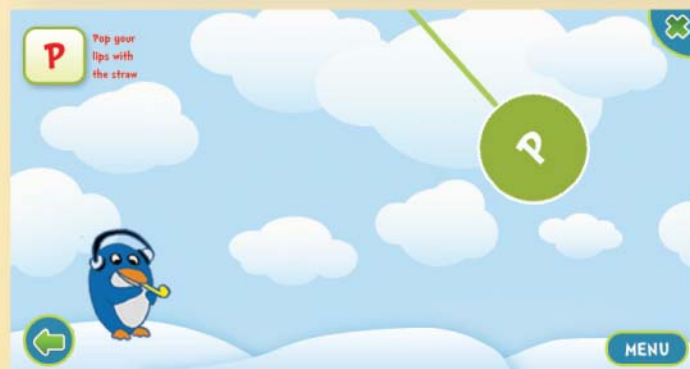
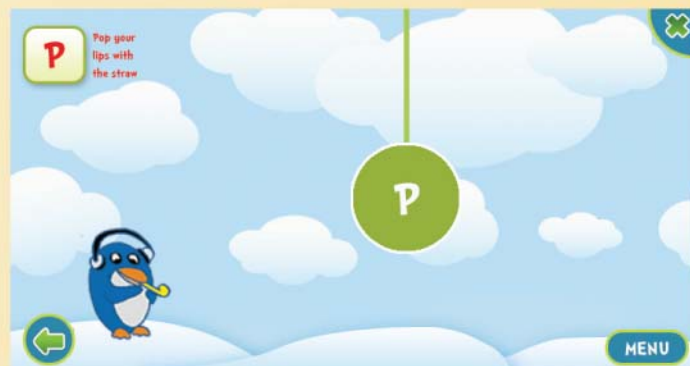
Order Headphone Attachments

Teach the kid the Exercises

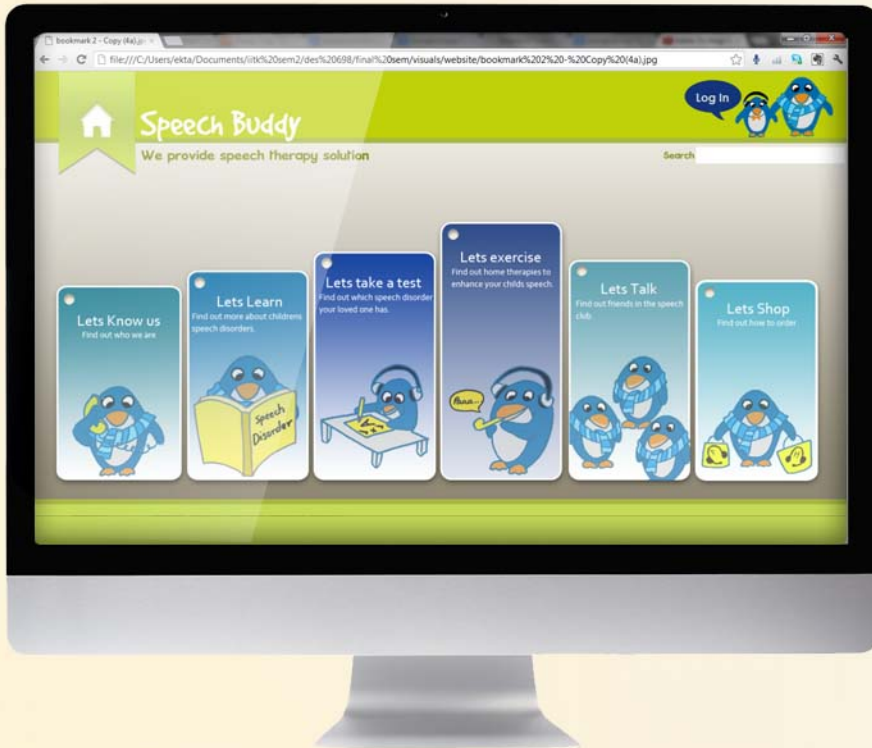
Let the Kid Practice Exercises

Exercise for Letter P

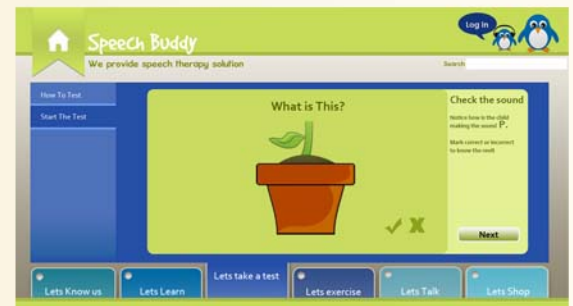
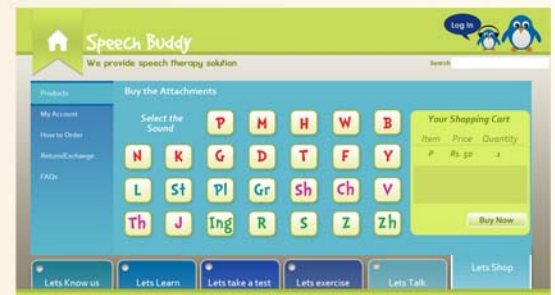
The attachment of P is straw shaped. The kid has to clench the straw between his lips and then pop. As the kid says P the pendulum in the interface moves. This acts as a reward for the kid motivating him to practise longer.



Interface Elements



'Speech Buddy' is a Website designed to help you acquire information regarding Speech Problems. It provides online interactive games, videos, exercise and methods of teaching for improving your child's error sound.



ConSure Medical

Logo and WebPage Design

Individual
Project

1 Month
2012

Industry
Project



ConSure Medical Pvt Ltd,
A solution for managing fecal incontinence in patients.

Pehchaan Kaun?

Samsung Smart App Challenge

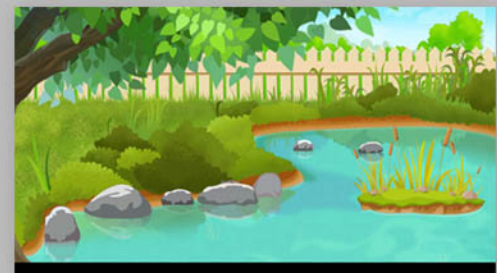
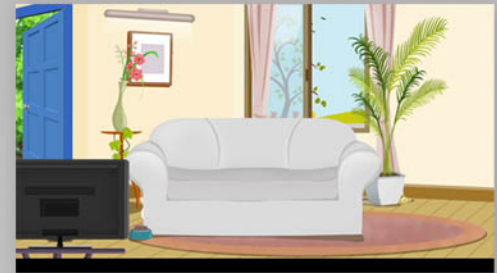
Team Project
5 Members

15 Days
2012

Competition
Entry



App "Pehchan kaun", is an educational app which is based on the concept of listening and identifying the animals/insects. The audio is the clue to find the characters.



Awarded among 17 best Apps in Samsung Splash India TV Contest.

UniBallz

Samsung Smart App Challenge

Team Project
4 Members

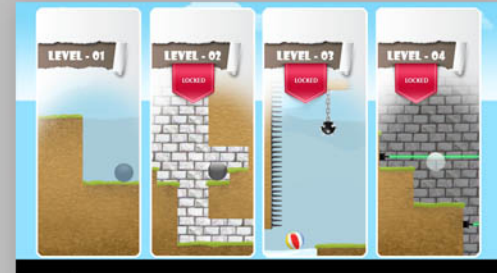
15 Days
2012

Competition
Entry

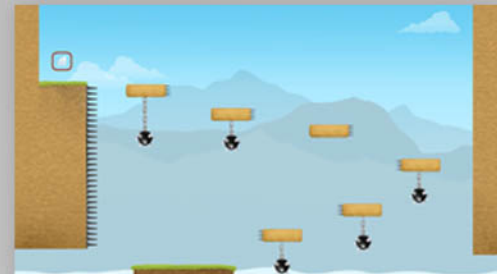


App "UniBallz", is an educational app which is based on the concept of 'Unity is strength'. The concept is to teach kids properties of materials in form of a game. to cross various hurdles. The 4 balls (rubber, metal, plastic and glass material) have to cross hurdles by each others help.

Eg : Use metal ball to break the bricks, Air ball to float on the water.



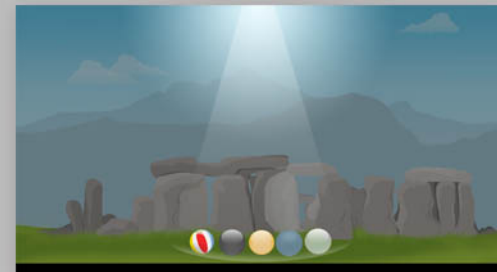
Level Screen



Collect the ball parts to reach next level



Level 1 - Beware of spikes



End Screen - Target of the game is to collect the golden ball

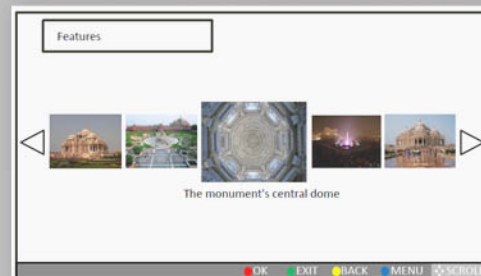
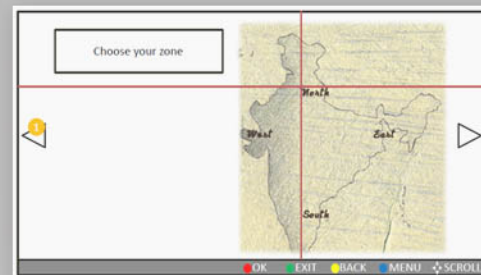
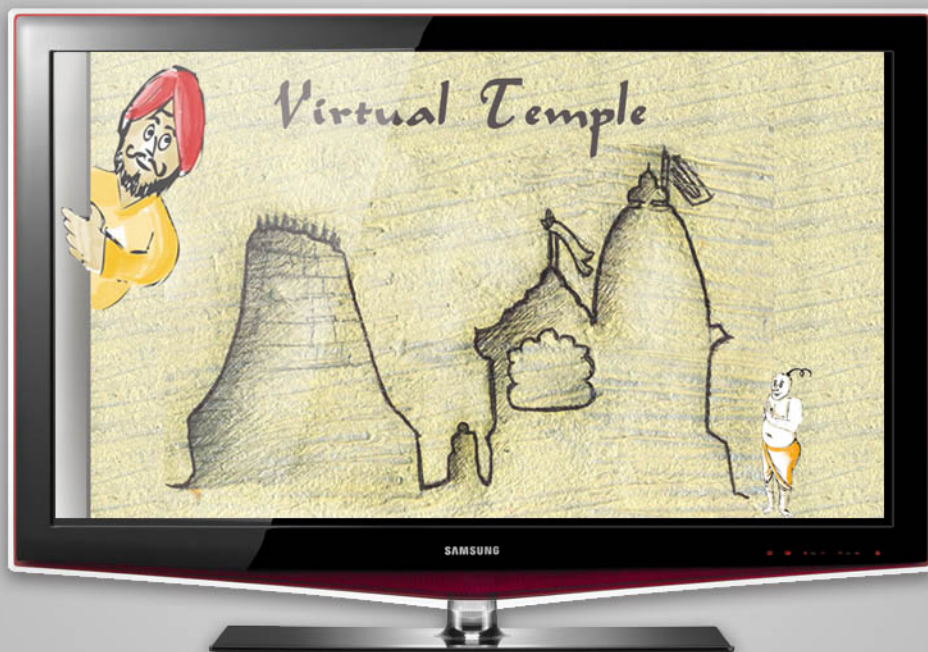
Virtual Temple

Samsung Smart App Challenge

Team Project
3 Members

15 Days
2011

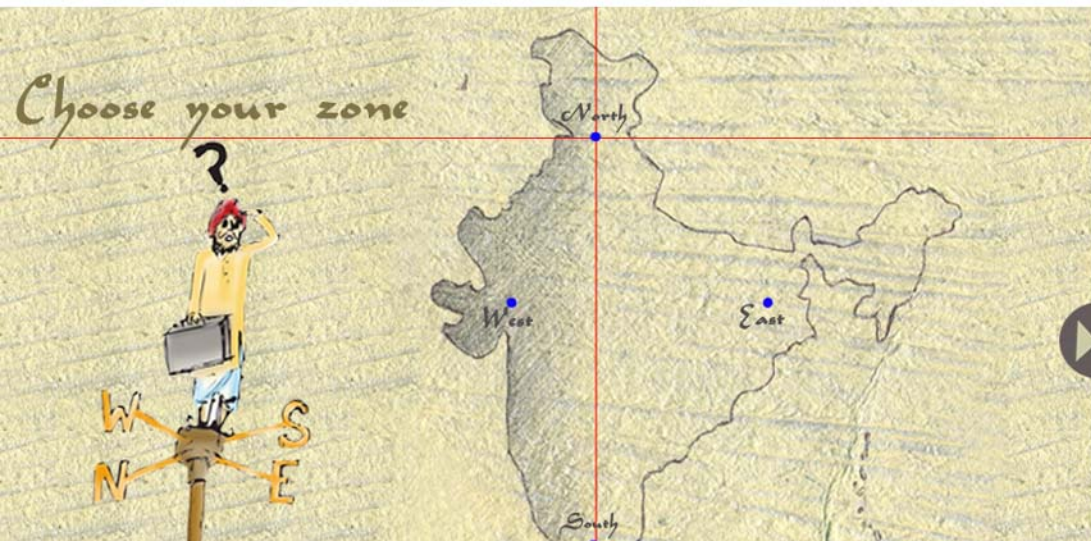
Competition
Entry



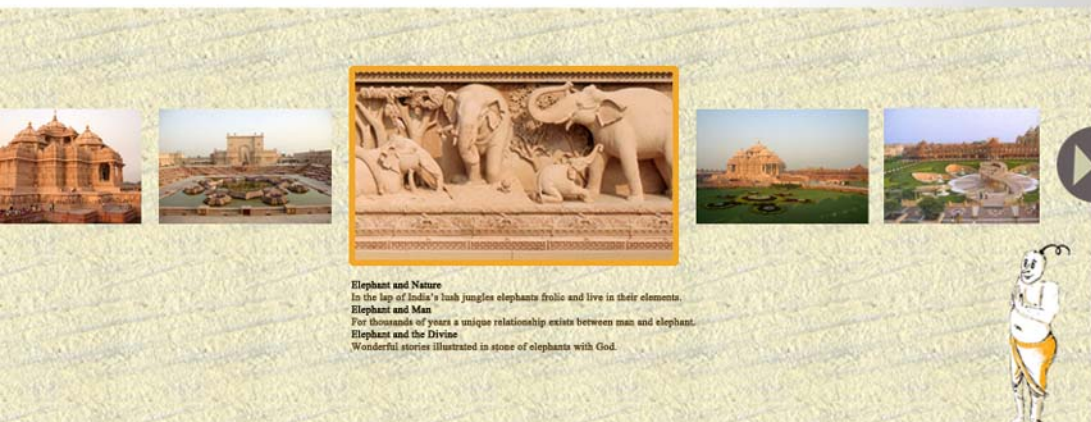
A TV application for every member of the family but more inclined towards old people and ones living abroad who are unable to visit temples due to unavoidable circumstances. Now they can nurture the feeling of visiting temples virtually and worship 'the deity' sitting at home.

Awarded among 17 best Apps in Samsung Splash India TV Contest.

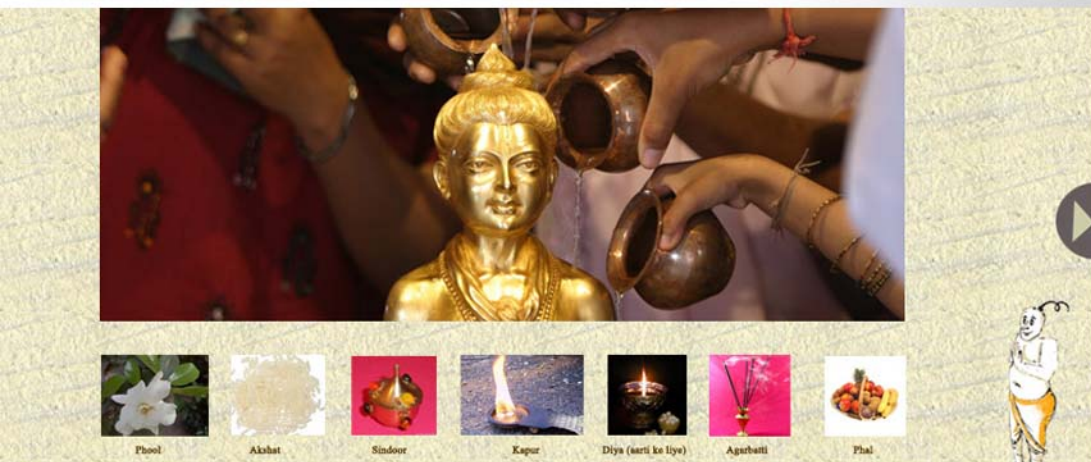
Interface Elements



It incorporates scrolling system for easy manoeuvrability. One can select the zones by scrolling through arrow keys



The graphical presentation of the places has been made interesting by giving minute details of sculptures, architecture, aesthetics and history of each and every famous temple throughout India.



One can perform pooja virtually sitting at home too. The app provides tools like phool, akshat, kapur, diya, agarbatti, etc. required during pooja. One needs to select the tool one by one to perform the pooja.

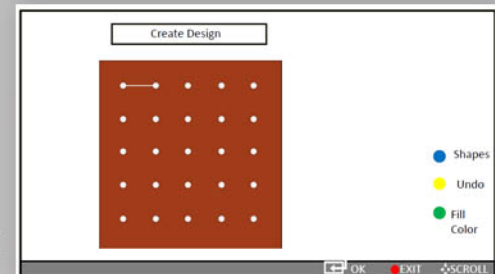
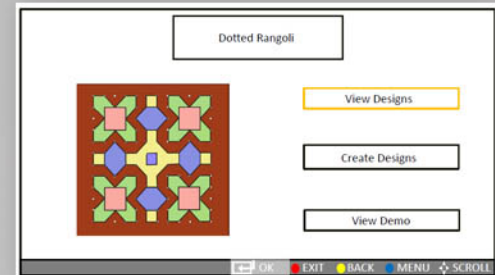
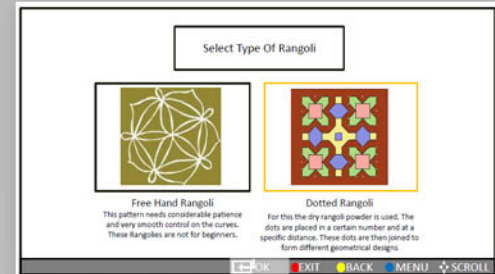
Rangoli

Samsung Smart App Challenge

Team Project
3 Members

15 Days
2011

Competition
Entry



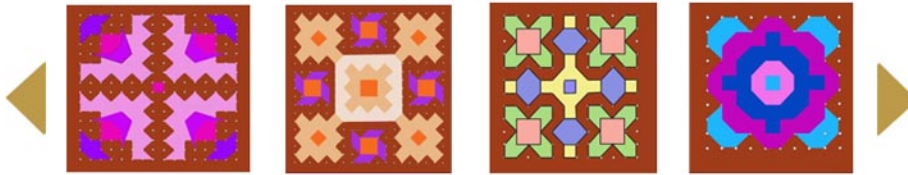
This TV application is an interactive platform for members of family who are enthusiastic to make rangoli on different festivals. This application enables the user to do the following things.

- 1) Can create a new design
- 2) Can go through the library of patterns and learn how to make rangoli

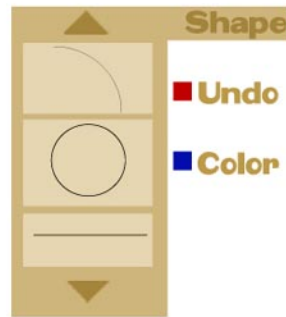
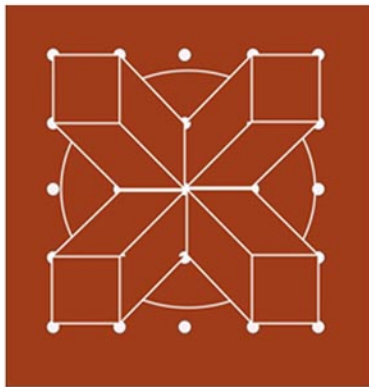
Awarded among 17 best Apps in Samsung Splash India TV Contest.

Interface Elements

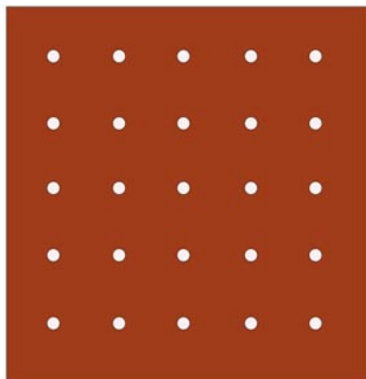
View designs



Can view the gallery of rangoli patterns. It incorporates scrolling system for easy manoeuvrability. One can select the designs by scrolling through arrow keys.



There are tools like shapes,color to create your own rangoli pattern. The pattern is seen visually before designing it on the floor.



5 x 5
6 x 6
7 x 7
8 x 8
9 x 9
10 x 10
11 x 11
12 x 12
13 x 13
14 x 14
15 x 15
16 x 16

There are various number of grid sizes. Grid size can be chosen depending on the intricacy of the pattern.

Graphic Narrative

Panchatantra story in form of Phad Painting

Individual
Project

3 Days
2011

Academic
Project

Brief - Capture the Essence of Art and portray the story

Story - The Talkative Turtle

Moral - Never turn a deaf ear to friendly advices

Art form - Phad

It is folk painting of Rajasthan. Phad paintings are very much magnificent and its outlines are drawn in black and filled with bright and earthy colors. Figures in the paintings do not face the audience, rather they face each other



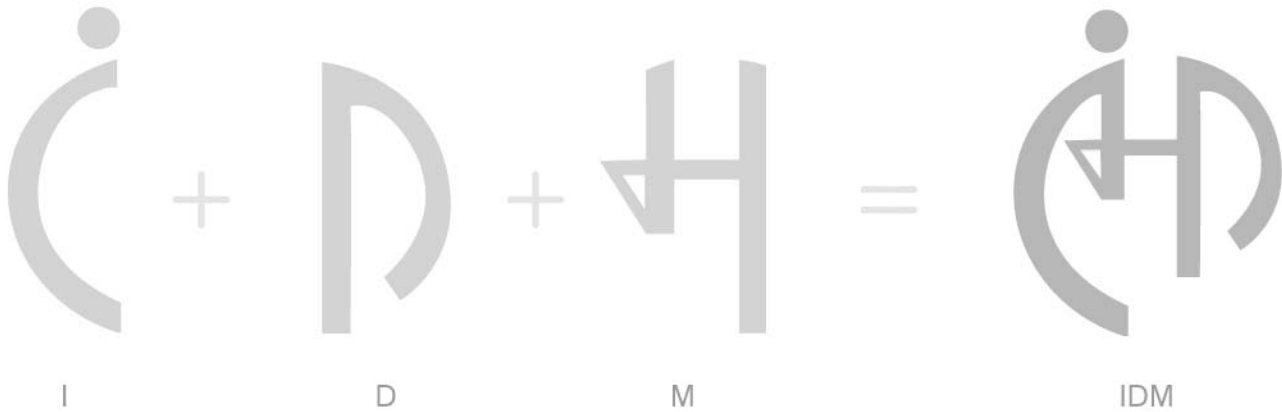
India Design Mark

Corporate Identity Design

Individual
Project

• 5 Days
2011 •

Competition
Entry



हिन्दी
Devanagari Script



●
Auspicious mark

Cycle Stand

Redesigning of Cycle racks in IIT Kanpur

Team Project
2 Members

2 Months
2011

Academic
Project



Existing Scenario

- Insufficient space between two cycle racks.
- Rise in frontal part of the stand.
- The rod to stop the cycle tyre is not clearly visible.
- Empty unit is not visible when many cycles are parked.
- Cycle rack causes scratches on the cycle.

Proposed Concept

- The stand has entry from both the sides.
- It uses less amount of material.
- Cleaning issue is resolved.
- The arc holds the cycle wheel.



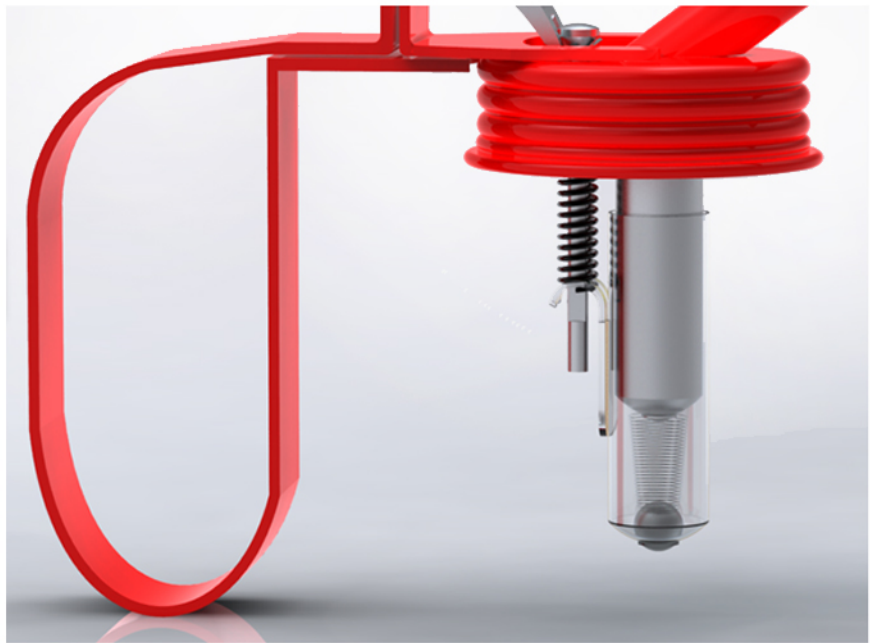
Digital Renderings

Rendering skills in softwares.

Adobe
Photoshop

• Adobe
Illustrator

• Keyshot



Sketches

Exploration with various materials.

Graded
Pencils

• Opaque
Markers

• Color
Pencils





Thank You

esachdev90@gmail.com | esachdev@iitk.ac.in | 8799249222