



IIT Kanpur  
design  
programme



portfolio

Jivtesh Singh Aulakh  
Masters in Design

# RESUME

## EDUCATION

2011 - 13 - Pursuing Post Graduation (M.Des.) 8.25 CPI Indian Institute of Technology, Kanpur (Final year)

2009 - Graduation ( Mechanical Engineering ) 77.89% Guru Nanak Dev Engineering College, Ludhiana

2005 - Higher Secondary (CBSE) 80.4% Sacred Heart Senior Secondary School, B.R.S.Nagar, Ludhiana

2003 - Secondary school (CBSE) 82.60% Sacred Heart Senior Secondary School, B.R.S.Nagar, Ludhiana

## SOFT SKILLS

Software Known : Solidworks, Autodesk Inventor, Photoshop, Adobe Illustrator, Camtasia Studio & Microsoft Office.

Operating System : Windows-XP, Windows Vista, Windows 7.& iOS5.

## ACHIEVEMENTS

- Samsung Splash India Contest 2011 - Won award for two apps - Virtual Temple and Rangoli.
- Samsung Splash India Contest 2012 - Won award for an app - Pehchaan Kaun.
- Traffic Awareness Cartoon Contest 2012 - Two entries among top five.
- Got first position in first year in Mechanical Branch.
- Held positions of responsibilities as PREFECT and HEADBOY.
- Received C-certificate in NCC under the head of Sergeant.

## WORK EXPERIENCE



Duration : 15 months

Role : Sales and Service Senior Executive, M.H.E.Division.

## TCYonline.com

Duration : 10 months

Role : International Math's Tutor, TCY Online Division.

## FREELANCE PROJECTS



Duration : 3 months

Role : Logo and T-shirts designing.



Duration : 2 months

Role : Sharpener Design for kids

## INTERNSHIPS



Duration : 6 weeks

Aim : Solidworks Software



Duration : 6 months

Aim : Manufacturing Line Supervisor

## PERSONAL INFORMATION

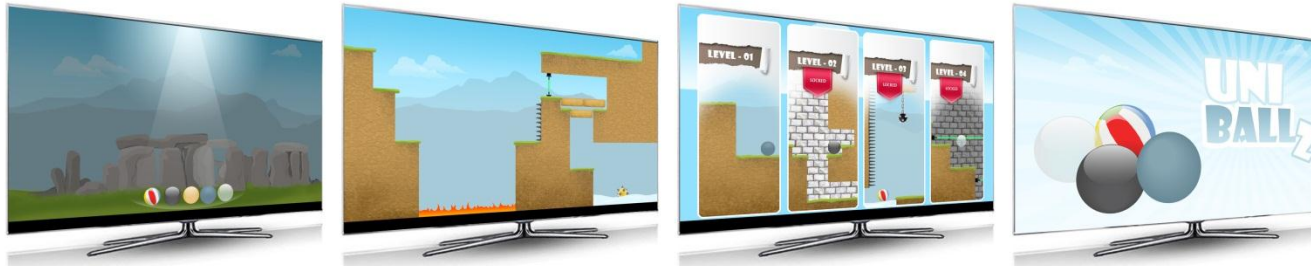
Languages : English, Punjabi and Hindi

Hobbies :





- Entry 1 : Pehchaan Kaun?? (**WON AWARD** - declared among top 17 apps). It was a team project. **Team Name - JPEG Group.**
- Need : It is an educational game app which teaches about the sounds and habitat of the insects, animals and birds through a simple game. The main need behind this app is, urbanization and gap between nature and kids.
- Target users : Ages 5+
- Concept : Game is all about identifying hidden characters (animals, insects or birds) with the clue of sounds/noises they produce.



- Entry 2 : UniBallZ. It was a team project. **Team Name - JPEG Group.**
- Need : It is an adventurous educational game app which teaches about some basic properties of rubber, metal, glass and beach balls and the moral - Unity is strength. Children love to play with balls. So, we thought of teaching them, by using balls as a medium.
- Target users : Ages 7+
- Concept : Four balls find each other while progressing in levels. The player can change the ball as per the hurdles coming in the way. All the balls help each other to reach their master.

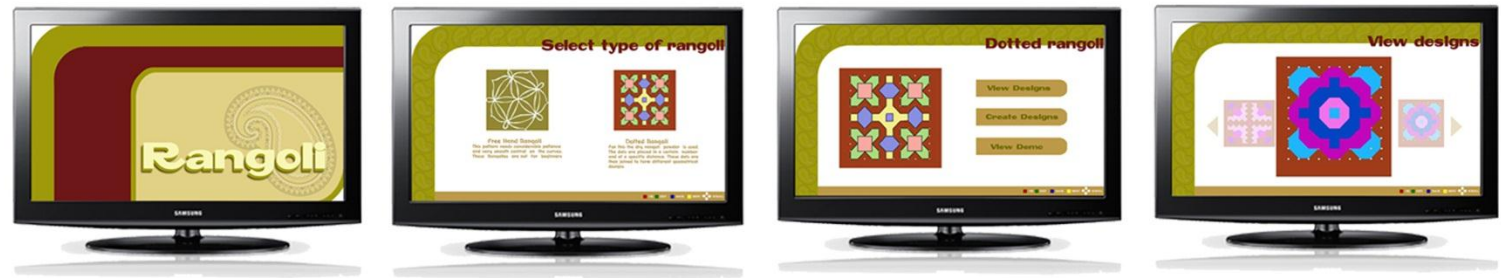
Medium Used:



## Samsung Smart TV Application Contest 2011



Entry 1 : Vitul Temple (**WON AWARD** - declared among best 17 apps). It was a team project. **Team Name - JPEG Group.**  
 Need : It is an app, where people can virtually visit the famous temples while sitting at home. Due to hectic life schedule or age factor and illness, many people are not able to visit temples.  
 Target users : Ages 15+  
 Concept : People can visit the temples they like. They can perform pooja while sitting at home. They can see how far the temple is, what are other famous temples on the way, what pooja,bhajan-kirtan and rituals are followed in the temple and its history.



Entry 2 : Rangoli (**WON AWARD** - declared among best 17 apps). It was a team project. **Team Name - JPEG Group.**  
 Need : Rangoli is celebrated everywhere in India. It takes a lot of patience in making one. And if made incorrect, all hard work goes waste.  
 Target users : Ages 12+  
 Concept : Rangoli app can be used. One can browse through existing designs, learn and create rangoli on TV. Later, one can refer it and make a real one.

Medium Used:



# ANIMATION



## Paper Cut Animations

- Video 1 : Aim - Study a character and make a paper cut animation on him/her.  
Duration - 0:08  
Video URL - <http://youtu.be/rizZf7gLpM4>  
Character - Priyanka Bharti - batchmate

Props Used :



- Video 2 : Aim - Study a character and make a paper cut animation on him/her.  
Duration - 0:05  
Video URL - <http://youtu.be/BAJE27EJE3A>  
Character - Jacob Thomas - batchmate

Props Used :



- Video 3 : Aim - Study a character and make a paper cut animation on him/her.  
Duration - 0:08  
Video URL - <http://youtu.be/7C2Fmf3ZWQk>  
Character - Rajnikant - Actor

Props Used :

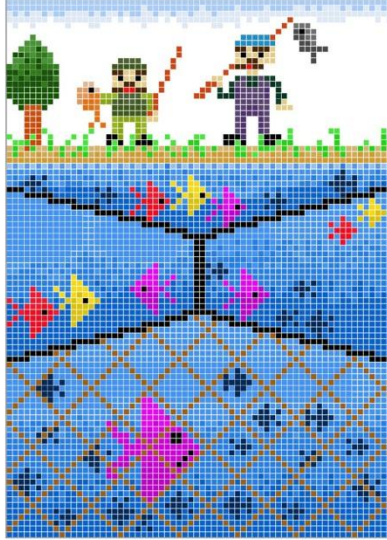


Medium Used:



# VISUAL DESIGN

## Graphic Narratives



- Aim : To illustrate any Panchtantra Story in Graphic Narrative using any art form.
- Panchtantra Story : TALE OF THREE FISH
- Moral of the story : Intelligence wins over might
- Art form : Kasuti - It is an embroidery technique which deals with geometric forms (made by stitches). Stitches forms been represented by pixels.

KASUTI



- Aim : To illustrate any Panchtantra Story in Graphic Narrative using an art form.
- Panchtantra Story : MONKEY AND THE CROCODILE
- Moral of the story : At times, presence of mind pays well
- Art form : Origami - It is the traditional Japanese art of paper folding. The goal of this art is to transform a flat sheet of paper into a finished sculpture through folding and sculpting techniques

ORIGAMI

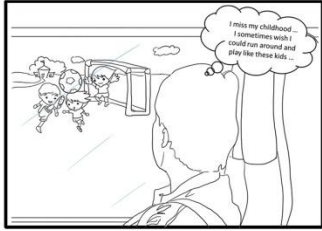
Medium Used:



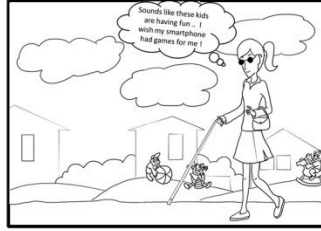
# VISUAL DESIGN

## Scenarios and Character Development

The following characters and scenarios were developed for various UX Designs (websites, Tablet/Mobile/TV Applications):



Mobile App - Finger Run



Mobile App - Gayab



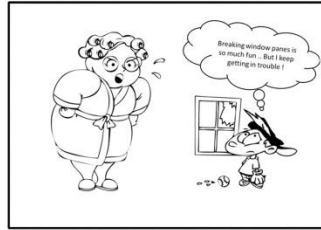
Mobile App - Gesture Music



Mobile App - Finger Run



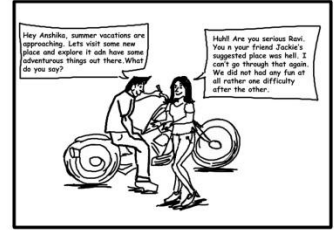
TV App - Nuskhey



Tablet App - Wicked Balls



Mobile App - Learn Photography



Website - +venture Xtreme



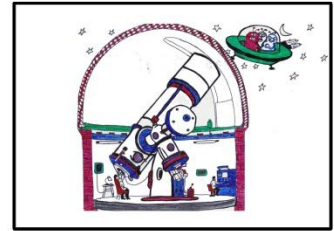
Paper Presentation



Paper Presentation



Paper Presentation



Paper Presentation

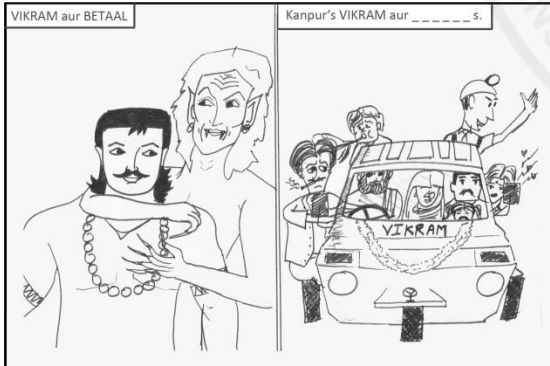
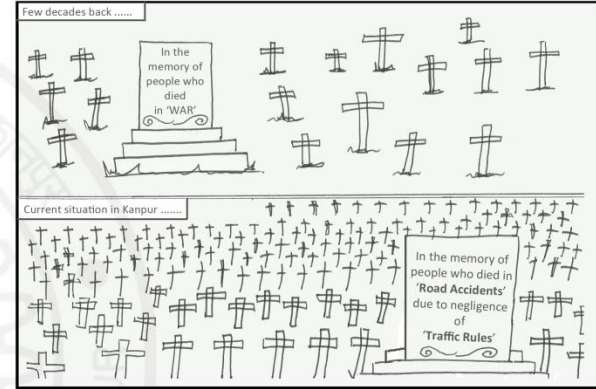
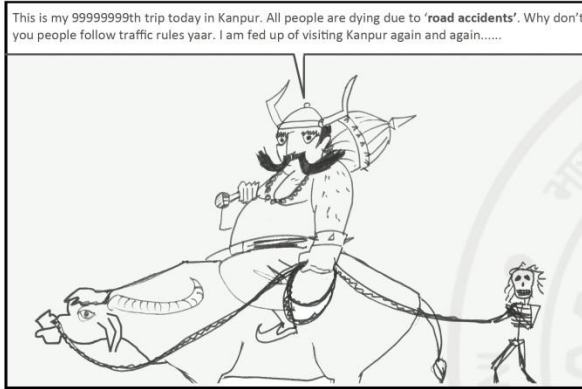
Medium Used:



# VISUAL DESIGN

## IIT Kanpur Traffic Awareness Cartoon Competition 2012

It was a competition announced in IIT Kanpur for awareness of Traffic Rules in Kanpur. The first two entries **WON AWARD** - declared among top 5 cartoons.





# VISUAL DESIGN

## Logo Designs



4i Laboratory Logo

4i-Lab is a recent initiative at the Indian institute of Technology, Kanpur. It is a lab with an objective to facilitate design evolution into complete products.



Environmental Engineering & Management

EEM Logo

EEM stands for Environmental Engineering and Management Programme. It is a 2 years PG course in IIT Kanpur. Logo was designed for the EEM dept.



sirtshirt.com Logo

Sirtshirt.com is a merchandising website. It is a startup from a student of IIT Kanpur. It was a free lancing project to design a logo for the company.

## T- shirt Designs



Medium Used:



# VIDEO MAKING



## Short Movies

Roadside Dhaba, Kanpur (2012)

1.5 min - Documentary - 8 April 2012 (India)

A Video on a Dhaba near IIT, Kanpur. To capture the essence of daily routine of some place in Kanpur.

Language: Hindi

Subtitles: No

<http://www.youtube.com/watch?v=pHVr7T0IDAA&feature=plcp>



Yesterday's Diary (2012)

11 min - Action | Drama - 1 May 2012 (India)

Abishek re-enters his past as he reads through a few pages of his diary.

Language: Hindi & English

Subtitles: English.

<http://www.youtube.com/watch?v=vLB4E90Wp64&feature=plcp>



Dolphin Hotel (2012)

3.5 min - Action | Drama | Comedy - 26 Feb 2012 (India)

What happens when there's a killer on the loose at the strangest of all places? at Dolphin Hotel?

Language: Hindi & English

Subtitles: No

<http://www.youtube.com/watch?v=wYUfNQDEdLM&feature=plcp>



Pehchaan Kaun Gameplay (2012)

7 min - Gameplay - 25 Sept 2012 (India)

Gameplay of award winning educational TV game app submitted for Samsung Smart TV App Contest 2012.

Language: English

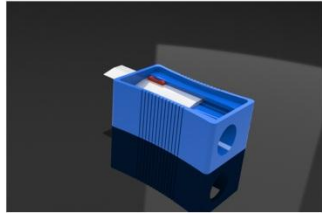
Subtitles: No

<http://www.youtube.com/watch?v=cCH-SR9bJ-4>

Medium Used:



\* All are **team projects**



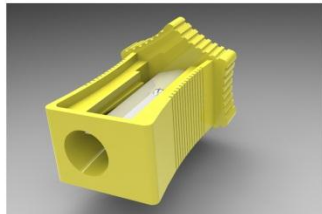
## Faber-Castle Sharpener Design

Cutter cum Sharpener

Inspiration: Cutter Merged with sharpener for multi-purpose solution.

Features:

1. Easy slidable blade of sharpener.
2. Grooves all around for better gripping.
3. Blade pushed forward to be used as a cutter and vice versa.
4. Minimalistic Design. It consists of only 4 parts.
5. Blade can be changed easily by detaching the holder slide. Hence, reusing the plastic body again. Green Design.

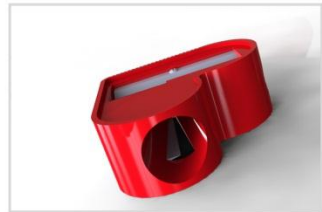


## Roto Sharpener

Inspiration: Why rotate the pencil all the time? How about rotating the sharpener instead.

Features:

1. Simple Sharpener Design.
2. A circular knob provided for holding the sharpener and rotating it.
3. Grooves for better gripping.
4. Star shape on knob for aesthetics and fingers gripping.



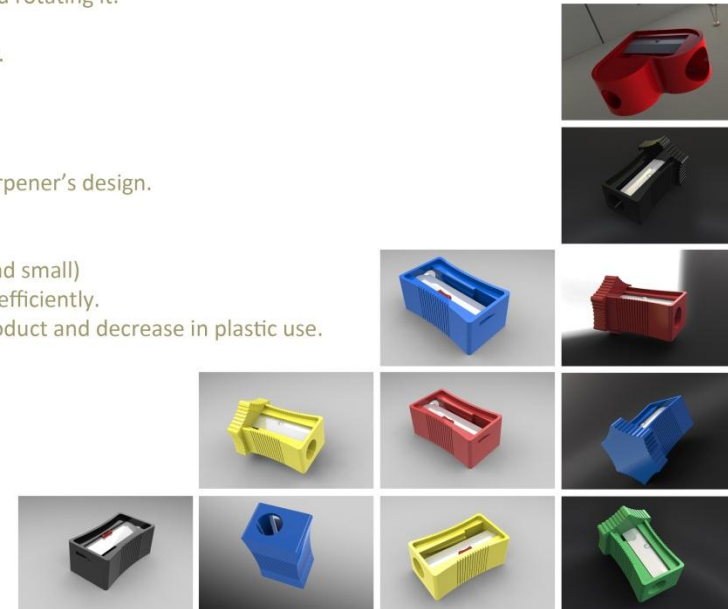
## Heart Sharpener (Dual Blade)

Inspiration: Increasing utility of existing hert shaped sharpener's design.

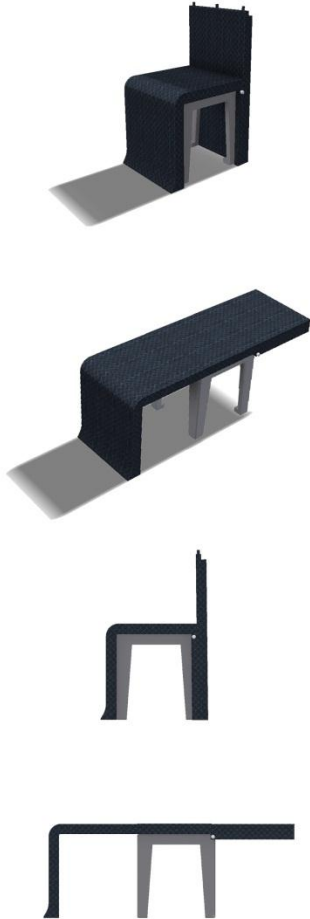
Features:

1. It has two blades for different diameter pencils (big and small)
2. Both sides have been used to utilize the space efficiently.
3. Merging two sharpeners in one, increases value of product and decrease in plastic use.
4. Conical Shape - It gives better gripping in hand.
5. Grooves for better gripping.

Medium Used:



# PRODUCT DESIGN



## Resting cum Sleeper Chair Design

### Uniqueness

It is a chair cum resting bed.

### Features:

1. Foldable and Rotatable back as a result it can be converted from chair to bed.
2. For people who sit on chair for hours. They can rest to avoid back pain on their chair only.
3. Compact and Smart Design.
4. Soft sponge material allows the comfort on it.
5. Materials are used in a way that the total weight of the chair remains low .

Autodesk Inventor

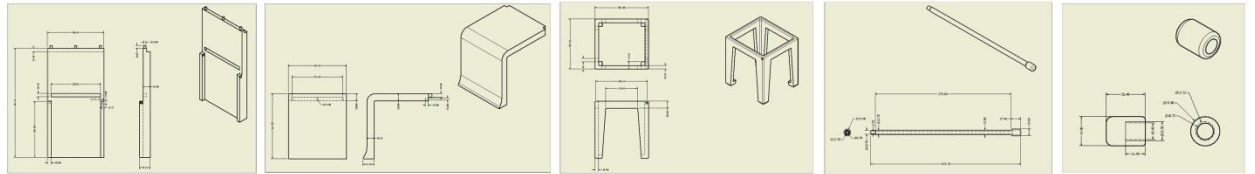
### Materials Used:

- |                  |                                    |
|------------------|------------------------------------|
| a) Wood (Timber) | - for making the frame.            |
| b) Nails         | - for making the wooden frame.     |
| c) Sponge        | - for comfortable seating.         |
| d) Cloth         | - for good visual aesthetics look. |
| e) Plastic       | - for manufacturing of chair base. |
| f) Steel         | - for connecting rod & end cap.    |

### Software Used:

Autodesk Inventor

### Technical Drawings:



### Medium Used:



# SKETCHES

Sketches (Medium used - Dry pastels and various shades of pencils)

