

Amol Surve

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Recent Projects involving User-Centered Research at ASU

Qualitative Research: Observing Social Situations

By observing a group of adolescent skaters in a park for two hours, recording the data in the form of descriptive field notes and analyzing the notes this research was able to throw light on the meaning of social behavior of the adolescents.

- Methods- Field notes + Analysis

Qualitative Research: Conducting an Interview

The technique of ethnographic interview was used to gather data about the nature of adolescent's cliques.

- Methods- Ethnographic Interview + Audio recording Still Photography

Self directed Research

This project involved the investigation of music therapists and how On-body-technology could be used to facilitate therapy sessions with clients of

- Methods- Video Ethnography + Interviews + Scenario-Based conceptual prototyping + Actionable insights.

Observing Shoppers at a local Grocery Store

This assignment was a small scale, observational research and design project which was aimed at understanding qualitative research. It revealed that shoppers living in close proximity who visited the store with their kids in the pram used the pram as a means to carry the groceries home.

- Methods- Still Photography + Video Ethnography + Field notes + Interviews

Design Experience

Design Intervention India Pvt. Ltd., (www.designintervention.biz) Mumbai, India
Associate Designer, June 2001 – July 2004.

- Key designer in a multi-disciplinary project team assigned to design and prototype internet banking kiosks based on user needs and product requirements.
- Conceptualize and design a variety of retail spaces, exhibitions, sets for television and miniature models for animation for clients including IMAX and MTV, India.

Design Research Experience @ ASU

Center for Applied NanoBioscience (ANBC), The Biodesign Institute,

(www.asu.edu/biodesign/centers/nanobioscience.html) ASU, Tempe.

Graduate Research Assistant / Design Researcher, January 2005 - Present.

- Collaborating with the center for the design and development of a User-Centered Molecular Cancer Diagnostic Device. Committee: Prof. Prasad Boradkar (Chair), Dr. Zenhausern (Director, ANBC) and Asst. Prof. Shin (Indus. Design).
- Streamline the integrated product development process by helping scientists visualize the integrated product early on in the process using sketches, mockups and 3D visualization.
- Successfully created a reference design for a proposal to develop a DNA sample analyzer that resulted in the center being awarded funding.
- Design of exhibitions and visual communication material for various events increasing the visibility of the center leading to more funding opportunities.

College of Design, ASU, Tempe.

Graduate Teaching Assistant, January 2005 - Present

- Assist in teaching design softwares such as FormZ, Adobe Photoshop, Adobe Illustrator and AutoCAD for Interior Design courses (INT 121 and INT 238).

Significant Coursework in diverse departments at ASU and outside:

- Research Methods (College of Design)
- Human Factors Systems and Documentation (College of Design)
- Human Factors in Assistive Technology and Product interaction (College of Design)
- Advanced Human Factors (Applied Psychology, Prof. David Sward, Intel)
- Human Factors Engineering (Industrial Engineering)
- Introduction to Qualitative Research (College of Education, Dr. Eric Margolis)
- Qualitative Research in Design (College of Design, Late Prof. Paul Rothstein)
- Rapid Prototyping (College of Design)
- Presenting Data and Information: A one day course taught by Edward Tufte.

Education

Arizona State University

ASU, Tempe, USA (www.asu.edu)

M.S. in Design, Expected January 2007

Human Factors and Ergonomics

Industrial Design

Pedric Scholar-Dean's List-Earl Scholarship

Mumbai University, Mumbai, India.

Bachelor of Architecture, 2001

Strengths

- Observation & understanding user/ Business & industry needs/opportunities
- Story building from User's Perspective
- Visual/verbal communication
- Efficiency in working with multidisciplinary &/or multicultural team as a member/leader
- Ability to learn quickly

Emerging Strengths

- Research Planning
- Usability Testing
- 'Design Thinking'
- Expanding knowledge base through continual reading

Skills

- Hand sketching and digital visualization.
- Diagramming and story boarding.
- Photography and Videography.
- Printing and graphics
- Prototyping and shop skills
- Languages: English, Hindi and Marathi

Applications

M.S. Office, Adobe Photoshop, Illustrator, InDesign, AutoCAD, FormZ, 3D Max, SolidWorks, iMovie and MovieMaker

Professional Affiliations

HFES: Human Factors and Ergonomic Society (Student Volunteer- 49th Annual Meeting at Orlando, Florida)

IDSA: Industrial Designer's Society of America

UPA: Usability Professionals Association

IIA : Indian Institute of Architects

References available upon request

Online Portfolio

www. public.asu.edu/~asurve