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ME MALE · SINGLE · DOB 27 OCT 1981

My strengths lie in visualisation and execution, and in pushing design toward the ideal user-experience. I excel at:

- Interaction & UX Design
- Mobile and Multi-touch Interfaces
- Rapid Prototyping & Web Development
- Typography Design, Graphics & Icons

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

TOOLS

- Adobe CS5 Suite (Photoshop, Fireworks, Illustrator, InDesign etc.)
- HTML5, LESS, CSS3, JQuery & git
- Drupal & WordPress
- Processing, Arduino, Pure Data & Open Frameworks
- Axure & OmniGraffle

LANGUAGES

Fluent and excellent English, Hindi, Bengali & Marathi.
Learning Finnish.

PROFESSIONAL PROJECTS

2011 · 2012

UI DESIGNER, THINGLINK, HELSINKI, FINLAND

- Responsible for design across the service, including all screens and UI elements. Am also responsible for the styling of the Thinglink site 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, intense 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 Epoola, a memory archival service for mature citizens. oppi.fi · www.epooq.net
- **Branding, identity collaterals, identity guidelines and web-design** for GreenCare Finland. gcfinland.fi
- **Web-design, development, information flow and architecture** for Project Vision's Namma Class ki Dhadkan; a social-media platform targetted at Classroom 2.0 learning and interaction.
- **Web-design and development** for Bengaluru Habba 2009 & 2010, the city-wide socio-cultural festival of Bengaluru, India.

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, DRINK (Bangalore) & MIT (Boston) with grants from Nokia University Relations Group & NRC (Helsinki); seeking to revitalise schools through an evolving system stressing the primacy of creativity, well-being and knowledge-creation; rather than numeracy, literacy and information-reproduction.

2010

- **Taught workshop in Interactive Type** with Final Year students at Srishti using Nokia N810, Arduino, Flash and After Effects.
- **Development and design-consultation** for the Kabir Project website using Drupal & JQuery. www.kabirproject.org
- **Paper on Aata Paata Horaata** presented at the Designing for Children International Conference (IDC, IIT, Powai, India). www.designingforchildren.net

2009

- Borneo Project with Std.6 of Mallya Aditi International School (MAIS). Facilitated the **construction of a 1m² scaled relief-map of Borneo out of recycled materials** to understand the geography of the island, and concepts like climate-patterns, latitude/longitude, scale, contours and map-projections.
- Playzone & Artbots with Std.6 of MAIS, building **Lego-bots that draw in response to external stimulus**; building concepts of gear-systems; stability vs. speed; sensor-programming and form-function relationships.
- **Kadina-Loka, a summercamp in programming Scratch games**, for children from urban slums, conceptualised around the fantasy of a haunted forest-world. The children were exposed to story-telling, game-strategy and programming logic. scratch.mit.edu/galleries/view/50414
Programming logic and debugging sessions were driven by me.
- **Taught workshop in Introducing Flash ActionScript 2.0** for 3rd Year students at Srishti.

2008

- Scratch on N810 tested for scalability of UI, speed, audio, multi-lingual facilities, sensors and touch-screen capabilities.
- Interactive Insect Installation camp with children from urban-slums in **creating interactive, handcrafted insects.**
- 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 urban slums.** Was developed following extensive user-research and validation with urban slum-communities.
- Presented APH at the Scratch@MIT 2008 Conference (MIT, Boston), to Microsoft (Seattle) and at the Quest Alliance 2008 Conference (Bangalore, India).

CONFERENCES

Bhoomi Conference on Food, Health & Climate Change 2009
BANGALORE, INDIA

Quest Alliance 2008
BANGALORE, INDIA

Microsoft Research Faculty Summit 2008
SEATTLE, USA

Scratch@MIT 2008
BOSTON, USA

- Presented the APH Project and participated in ad-hoc Scratch sessions at the Lifelong Kindergarten group, MIT Media Lab.

Torino World Design Capital 2008 : Changing the Change
TORINO, ITALY

Siggraph 2007
SAN DIEGO, USA

- Digital painting themed around dreams, showcased at the Global Eyes art-gallery.

Nokia Only Planet 2006
ROVANIEMI, FINLAND

- **Conceptualised, designed and constructed an electronic musical instrument.** Also, designed and executed the Srishti-Nokia Only Planet 2006 book.
- Participated in the conference at University of Lapland.

Biennale Internationale Design 2006
SAINT-ÉTIENNE, FRANCE

- The musical instrument mentioned above was showcased as a product of Srishti-Nokia collaboration at the exhibition.

Siggraph 2006
BOSTON, USA

- **Collaborated with six graphic-artists from three continents on an artistic and interpretative fine-art book** on If Dreams Could Talk, that was conceptualised and executed in association with the Guerrilla Studio.

Ars Electronica 2005
LINZ, AUSTRIA

- **Collaborated on an interactive installation artistically interpreting Kabir's Ulat Bansi poetry**, presented as a Srishti Campus Exhibit.

EDUCATION PROJECTS

2010 · now — MA in New Media
MEDIA LAB, AALTO UNIVERSITY, HELSINKI, FINLAND

- **Fabricated a multitouch table and interface, AniMate**, a multitouch 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.

2008 — Summer School on Food Networks
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.

2008 — 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). NDA COVERED
- Nokia Oasis Lab, a collaboration between Nokia and Srishti, and one of only two such worldwide.
- **Interactive touch kiosks featuring puzzles** for the Butterfly Park, Banerghatta National Park (Bangalore, India).
- **Conceptualised, executed and directed a modern-dance and new-media performance** on Bangalore (with Attakalari).

2000 · 2002 — Student of Bachelor of Science in Microbiology
ST. XAVIER'S COLLEGE, MUMBAI, INDIA

- Graphic-design, artwork and exhibition-design for Aavartan and Thumri Exhibitions organised for Janfest '01 & '02, the college's annual Indian Classical Music conference.
- Won Fine-Arts Trophy, Brouhaha '02 Fest (Jai Hind College).

1994 · 1986 — Student
APEEJAY SCHOOL, NERUL, NAVI MUMBAI, INDIA
LA MARTINIÈRE FOR BOYS, KOLKATA, INDIA