

## PROFILE

### Currently (2010 - Present)

- + Independent Design Consultant working on a variety of design projects
- + Teaching Yoga at my Yoga studio ([www.ziyayoga.com](http://www.ziyayoga.com)) in New Delhi & in the process of creating a design studio focused around Yoga
- + Formulating a model to build a Federation based in New Delhi, for problem solving at all levels
- + Cultural Admin / Brand Police for 'DILLINET' ([www.dillinet.in](http://www.dillinet.in)), a social network for expats in Delhi.

### Recently (May 2008 - Nov 2009)

Working as a Designer, Ambient Experience, at Philips Design (Healthcare) in Eindhoven, The Netherlands.

### Immediate Future (April - May 2011) .

Independent Design Consultant for the next Philips Design Probe in Eindhoven.

*My first greatest gift is my ability to work with teams, any team. From any place. With any age group. People in general are comfortable with me and open up to me easily, and I'm good at interacting with people from a diverse range of cultures and backgrounds. My second greatest gift is to understand, analyze, map and represent large amounts of data, quickly and in simple ways. I look at the world with the eyes of a child, everything intrigues me and piques my curiosity, I have a constant urge to know, understand, question, analyze and create and recreate. My third greatest gift is foresight and imagination. Meaningful ideas to solve problems arise from these. Being able to put together the orient and occident, I'm good at predicting. Last but not the least I'm known to be a good storyteller.*

### Education

#### MA Interaction Design

Post Graduate Studies (Masters): 2005 - 2007: Umeå Institute of Design , Umeå, Sweden  
Degree achieved:

#### Bachelor of Interior Design (B.Int.Des)

Undergraduate Studies (Bachelors): 1998 - 2005: School of Interior Design, Centre for Environmental Planning and Technology, (CEPT) India.  
Degree achieved:

**200 HR Teacher Training Certification** by the International Yoga Alliance / Ashtanga Vinyasa Yoga

### Design Skills

Interaction Design, Interior Design, Communication Graphic Design, Brand imaging, Design Ethnography, Participatory Design, GUI Design, Furniture Design, Conceptualization & Presentation

### Software Proficiency

ADOBE Photoshop, Illustrator, InDesign, Basic Flash & ActionScript(Basic), Adobe After Effects (Basic), Cheetah 3D, Sketchup , iMovie, some music making/ mixing software, any presentation software.

## EXPERIENCE

### Independent Design Consultancy Projects (2010 - Present)

Philips Design Probe : "Livable Cities" (Apr - May 2011)

Graphic Design, Poster design for the Entertainment Industry in Delhi + Brand Imaging for various Indian firms - mostly for Organic Product Companies.

### Independent Event Management & Organization (2010-Present)

Independent Events organized in New Delhi bringing together Artists, Designers and Musicians

Role : Event Management, Ambience, Administration

**Founder & Trainer at ZIYAYOGA Studio, New Delhi, India (2010 - Present) [www.ziyayoga.com](http://www.ziyayoga.com)**

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### 18 Months at Philips Design, Eindhoven (May 2008 - Nov 2009)

Roles varied from Workshop Participation, Site visits and analysis, Brainstorming and Conceptualization, Design Proposal development, User Scenarios, Budget Proposal development, Presentation preparation for client, Graphic Design, GUI design, Participatory workshops

Project List and Summary of my roles

#### AMBIENT WAYFINDING

**As the name suggests, a system for users to find there way around confusing large spaces such as large hotels, conference centres, museums, fairs and hospitals, in an ambient and clear way, without having to depend on existing signage systems. Extends into the idea of 'experience navigation', allowing other personal social functionalities into the system.**

Workshop Participation, Site visits and analysis, Brainstorming and Conceptualization, Design Proposal development, User Scenarios, Presentation preparation for client

#### NGHA RIYADH FLUOROSCOPY UNIT

**The complete design and user-experience proposal of a Fluoroscopy room for children at the NGH hospital in Riyadh.**

Workshop Participation, Site visits and analysis, Brainstorming and Conceptualization, User Insights and Experience-flows, Design Proposal development, User Scenarios, Final drawings, Presentation preparation

#### HWD 4 INTERIOR REVAMP

**The complete planning and renovation of the HWD4 floor at the Philips Design office building.**

Research, Brainstorming and Conceptualization, Design Proposal development, Budget Proposal development, Presentation to clients

#### DUBAI MEDIA WALL

**A large interactive wall in a transition space of the University Hospital in Dubai which uses sensors in the space to generate ambient information on the wall.**

Workshop Participation, Research, Brainstorming and Conceptualization, Design Proposal development, User Scenarios, Presentation to clients

#### AHOLD

**Design proposal of a multimedia experience hub inside the Dutch Albert Hein supermarkets.**

Research, Design Proposal development, Graphic Design for User Interfaces

#### TRANS.DESIGN

**A project about the future of co-creation and it's implications on the design process and design outcomes**

Workshop Participation, Research, Brainstorming and Conceptualization, Design Proposal development

#### M&C INDIA (MOTHER & CHILD INDIA)

**Design proposals for the business, within the area of mother and child care in middle-class hospitals of India.**

Workshop Participation, Research, Brainstorming and Conceptualization, Design Proposal development

**HIGHLIGHT**

**Design proposal for systems employing sensor technologies and lighting systems integrated and concealed within carpets for a multitude of functions.**

Workshop Participation, Brainstorming and Conceptualization, Design Proposal development, User Scenarios, Final drawings, Presentation preparation

**VUMC CATHLAB AE**

**Ambient Experience Design proposal for three Cath-labs at the VUMC hospital in Amsterdam.**

Site visits and analysis, Brainstorming and Conceptualization, User Insights and Experience flows, Design Proposal development, Final drawings, Presentation preparation

**ANDOVER CVC**

**Design proposal for a state-of-the art Customer Visit Centre in Andover, Boston.**

Workshop Participation, Site visit in Andover Boston MA, Brainstorming and Conceptualization

**SLEEP (DREAMSCAPES)**

**Design proposals for the business, in the area future of sleep and relaxation.**

Workshop Participation, Brainstorming and Conceptualization, User Insights and Experience flows, Design Proposal development, User Scenarios

**WORKING PEOPLE LIGHT**

**Mapping large amounts of data generated from workshops held across three locations in three continents, arriving at conclusions into a compact presentation.**

**METAMORPHOSIS**

**A Philips Design Probe intersecting architecture, product and textile futures, into the future of the physical and emotional relationship between users and space. An exploration in transformative environments which respond naturally to atmospheric conditions absorbing, and dissipating air, light and sound.**

Workshop Participation, Research and analysis, Brainstorming and Conceptualization, Design development : movie editing, sketching, drawing, User Scenarios, Preparation for Probe Sketchbook, Several Presentations

**3 Months at The Entertainment Design Company, New Delhi, India (Feb 2008 - April 2008)**

Role : Graphic Designer



**3 Month Contract Job at Pradeep Sachdeva Design Associates/ WINDMILL DESIGN, New Delhi (Sep - Dec 2007)**

Roles: interior design consultant & in-house Graphic Designer



**Project with Umeå Kommun : (Mar - May 2007)** collaborative student project for the proposal of an Interactive Play+Learn space for Swedish Pre-schools



Project with IKEA + Whirlpool : (Oct - Dec 2006) collaborative student project for the proposal of future concepts for homes using mobile and voice recognition technology.



**Project with Umeå Kommun : (Mar - May 2006)** collaborative student project for the proposal of a new evaluation system for Swedish middle Schools.



**Project with VOLVO trucks : (Oct - Dec 2005)** collaborative student project for the proposal of a document handling system for Truck drivers in Sweden.

**6 Month Internship at Pradeep Sachdeva Design Associates/ WINDMILL DESIGN, NewDelhi (Jun - Dec 2001) ( multi-disciplinary design consultancy firm based in Delhi providing services in Urban Planning, Architecture, Interior Design and Furniture Design. )**

Roles: team-conceptualization, on-site work, research, drafting, presentation, client meetings.

## ANNEX TO CV OF ANJALIKA BOSE

**Research, Papers and Publications**

All papers are available for download at  
<http://www.anjalikabose.com/publications-and-reports/>

**2007****A Glimpse into Human-Spatial Dialogue through Experience Prototyping****Umeå Institute of Design, Sweden**

The paper outlines the process and result of an experience prototyping exercise where user behavior is observed inside a small, cocooned relaxation space, given that the user had tools to change the emotional and sensorial content of this space, that is the lights and sounds within. The paper provides arguments to support the fact that giving the user a certain level of control over sensorial qualities of a physical space, can alter the emotional state of individuals.

**2006****Group Dynamics of Co-operative Creativity****Umeå Institute of Design, Sweden****Published by ACM****Presented at SIDER'06**

The paper addresses the group dynamics of co-operative creativity. The focus is on small groups of 3 to 5 people, addressing the roles of the participants within each group and discussing underlying human factors, which contribute to group dynamics. More specifically, it addresses the basis for conflicting/contrasting individual viewpoints within groups, and look to understand how a cooperative or uncooperative resolution of conflict, can lead to productive or unproductive end results.

**2006****Design for Cultural Pluralism****Redesign of Evaluation Ritual for middle School students in Sweden**

A paper was written about the final solution and process of a Student project where ethnographic research was used to explore student problems related to student-parent-teacher a solution was derived. Extensive field research was conducted using ethnographic tools such as interviews, video, shadowing and observation, with official prior permission from the interviewees.

**2005-2006****VOLVO SET Research****Document Handling System for Truck Drivers**

Research project to devise a new method of information handling for delivery truck drivers. Field research was conducted using ethnographic tools such as interviews, video, shadowing and observation.

**2003-2005****Transience and the Flexible Habitat****A thesis/dissertation on Systems, Transience and the Flexible Habitat Antitype**

Final research thesis at the School of Interior Design, India during Term-10 of Bachelor of Interior Design program at the School of Interior Design, Centre for Environmental Planning and Technology, (CEPT) India. Academic Research. Addresses systemic concepts of space and the trends of Flexibility in habitats. Traces the history of flexibility as a concept in built environs and envisages the future of Flexibility in domestic spaces.

**Conferences, Seminars, Awards**

Events attended can also be found in more detail with images at <http://www.anjalikabose.com/events-attended/>

**LIFT @ HOME, BCN****October 19 2009**

A workshop on the city's informational membrane with the likes of [Adam Greenfield](#) (Head of design direction for user interface and services at Nokia), [Ben Cervený](#) (VURB Foundation), [Joan Battle](#) (Head of International Cooperation on Innovation and eGovernment at Barcelona City Council), the folks of [Bestiario](#) and more. Organized by [Fabien Girardin](#).

**LIFT '09, Geneva, Switzerland****25th to 27th February 2007**

*"LIFT is a yearly gathering of talented observers, explorers, and builders who discuss the current challenges and creative solutions presented by emerging technologies. "*

**LIFT '07, Geneva, Switzerland****9th to 11th February 2007****REMIDA '07, Reggio Emilia, Italy****24th to 27th January 2007**

The REMIDA conference offered the participants the opportunity to explore the experience of the Remida Creative Recycling Centre within the many aspects of the Reggio Emilia Municipal infant toddler centre and preschool pedagogical Approach.

**SIDER '06 Student Interaction Design Research Conference, Gothenberg, Sweden****24th to 26th February 2006**

Presented a paper on *Group Dynamics of Co-operative Creativity*

**UIDSC '06 Umeå Interaction Design Student Conference, Umeå, Sweden****12th January 2006**

Speaker presenting a paper on Group Dynamics of Creative Cooperativity

**IFI Convention 2003 : 'Design Sutra', Mumbai India****3rd to 6th December 2003**

An international convention organized by IIID (Indian Institute of Interior Designers) The participants were Professional Designers and Students of Design - Interior, Graphic, Product, Landscape - Architects, Educationists, Manufacturers and Trading Houses of products and services integral to the building environment.

**Awards at the School of Interior Design, Centre for Environmental Planning and Technology, (CEPT) India:****Best Thesis 2005****Best Student Award 2001****Best Student Award 2000****Press***Recently*

Featured in the *Upstarts* Section of the 25th Issue (Q4 2010) of [Contagious Magazine \(UK\)](#) , where *Contagious scours the globe for the shining stars in a new creative vanguard*. The read-up is available online on [www.anjalikabose.com](http://www.anjalikabose.com)

Featured in two leading youth magazines in India (First City and Time Out) for my Yoga Studio in New Delhi.