

› b.s.dipti@gmail.com  
› +358 40 1345782  
› Roihuvuorentie 9B 17  
Helsinki 00820, Finland

› dipti.ragadesign.in  
› coroflot.com/dipti\_s  
› vimeo.com/dipti  
› fi.linkedin.com/in/diptisonawane

› D.O.B. 20 Jan 1983  
› Female  
› Single  
› Indian

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# Dipti Sonawane

## INTERACTION & COMMUNICATION DESIGN

I'm a designer with a passion for Interaction and Communication Design. Process and research driven design solutions fascinate me. My work involves a range of media ranging from new media, graphic and illustration, to type and colour. New Media is a new-found love, and I am currently a student of the Masters in New Media programme at the Department of Media, School of Art, Design and Architecture, Aalto University, Helsinki, Finland.

### KEY PROJECTS

- 2012** **Re-conceptualising the Espoo City Library Bus service for the children of Espoo, Finland** in collaboration with LeGroup (Learning Environment Group), Department of Spatial Design, Aalto University and the City Library of Espoo. The bus aims to integrate new media technologies for exciting experiences. The project proposed five themes to revolutionise the library bus service. The bus is scheduled to start operating in 2013.
- 2011** **3D UI and design-concept for a web-based shopping experience** in association with Aalto University and Innofactor Plc. Beginning with Design Research, the concept for the UI was developed through Use Cases, Testing, Wireframes, Information Architecture and Layout Guidelines. This project was targeted towards showcasing the best of Finnish design for the Helsinki World Design Capital 2012.
- 2010** **Used the Microsoft XBox 360 Kinect Sensor to create an installation** where multiple users can 'paint' fireworks onto a large screen using hand gestures. The project incorporated audio feedback, and was programmed using Processing and Pure Data. It was exhibited at the Autumn Demo Day of the Media Lab.
- Prototyped a Multitouch Table 'AniMate'**. Multiple users can draw on the table to create interesting images. The table can also be used as a musical instrument. The project was showcased at the Autumn Demo Day of the Media Lab.
- 2010** **Conducted a five week workshop in Interactive Type** with Final Year students at Srishti School of Art, Design & Technology using Nokia N810 tablets, Arduino, Flash and After Effects.
- Collaborated on interaction, feature-planning and branding for two multi-user Classroom 2.0 social networking sites** for Project Vision at the Mallya Aditi International School, Bangalore, India. The websites are aimed at facilitating conversations and collaborations between parents, teachers and students.  
[www.nckd.projectvision.in/std6](http://www.nckd.projectvision.in/std6) · [www.nckd.projectvision.in/std7](http://www.nckd.projectvision.in/std7)
- 2009** **Facilitated Scratch game-programming workshop** with Std.6 students based on the book, The Day They Parachuted Cats on Borneo, to examine interdependence, and carried out in collaboration with the Lifelong Kindergarten Group, MIT Media Lab. Students analysed interaction, narration, sound and game-logic.  
[scratch.mit.edu/galleries/view/67284](http://scratch.mit.edu/galleries/view/67284)
- Conducted Kadina-Loka Scratch Games Summercamp** with children from urban slums, conceptualised around a fantasy haunted forest-world and a process of programming games through art; carried out in collaboration with a visiting team from the Lifelong Kindergarten Group, MIT Media Lab. Children devised story-lines and characters, programmed and shared their games online.  
[scratch.mit.edu/galleries/view/50414](http://scratch.mit.edu/galleries/view/50414)

**2008** Conducted workshops, with children from differing economic strata, examining the Nokia N810. The process and results were presented to Nokia Bangalore, and evaluated for the next generation device (the N900). The workshops examined Scratch on N810, in terms of scalability of interface, speed, multi-lingual facilities, external sensors, touch-screen capabilities and compatibility with the desktop Scratch.

Designed and proposed Aata Paata Horaata (Play Learn Revolutionize): a system comprising face-to-face and virtual interactive learning spaces, the design of which was driven by the need for after-school safe-havens (where play, learning and livelihood reinforce each other) for children from urban slums of Bangalore. This project was presented at the Scratch Conference 2008, MIT Media Lab.

**2007** Sense-Non; final year thesis project dealing with non-linear methods and spaces of learning. Mentored by Geetha Narayanan and supported by the Lifelong Kindergarten Group in MIT Media Lab, this project evolved and further research and development was carried out under Project Vision.

Was part of the Nokia Oasis Lab that carried out market research and provided recommendations to Nokia Bangalore, to unify their brand image in India.

Participated in the Nokia Only Planet Programme 2006 (Helsinki & Rovaniemi, Finland). Designed and fabricated a swing, Mudra, based on Bharatnatyam as part of the programme. Mudra was showcased at Biennale Internationale Design 2006, St.Étienne as a part of the Srishti-Nokia exhibit.

## TOOLS & SKILLS

Adobe InDesign, Adobe Illustrator, Adobe Photoshop, Adobe Premiere  
Basic understanding of Processing, Arduino, Electronics HTML+CSS and Drupal

I speak fluent English, Marathi and Hindi.

## WORK EXPERIENCE

**2012** Media & Concept Designer - 3 months sponsored thesis  
to reconceptualise the Espoo City Library Bus service  
*City Library, Espoo and the Depts. of Media and Spatial Design, Aalto University, Finland*

**2011** UI & Concept Designer - 3 months summer project  
for 3D UI & Web Shopping Experience  
*Aalto University and Innofactor Plc., Helsinki, Finland*

**2008–2010** Design Researcher  
to Principal Investigator of Project Vision,  
*Srishti School of Art, Design and Technology, Bangalore*

**2007** Design Intern  
at Communication Design Group  
*Infosys, Bangalore*

**2005** Graphic Designer  
*Greysell Marketing & Promotion, Mumbai*

Trainee Visual Communication Designer  
*Times of India Group (Response Dept.), Mumbai*

## CONFERENCES

**2010** Open Knowledge Festival (OkFestival)  
*Aalto University, Finland*  
Participated in workshops and seminars.

**2009** Designing for Children International Conference  
*IDC, Powai, India*  
Presented paper on the Aata Paata Horaata concept and ecosystem.

**Bhoomi Conference**

*Bangalore, India*

Examined and debated issues of food, health & climate-change.

**2008 Quest Alliance Conference**

*Bangalore, India*

The Aata Paata Horaata process, concept and eco-system was presented.

**Scratch@MIT**

*Boston, USA*

Scratch Conference where APH concept was presented. Participated in ad-hoc sessions at the Lifelong Kindergarten Group, Media Lab, MIT.

**Changing the Change**

*Torino, Italy*

Attended talks and debated various issues on designing for sustainability as part of the Torino World Design Capital 2008 programmes.

**2006 Nokia Only Planet Programme 2006**

*Helsinki & Rovaniemi, Finland*

Presented Mudra, furniture-line based on Bharatnatyam that sought to translate traditional Indian values into a lifestyle product for the global market.

**Biennale Internationale Design 2006**

*Saint-Étienne, France*

The above product (Mudra) was showcased as part of the Srishti-Nokia exhibit.

**EDUCATION****2012** 4th Sustainable Summer School on Sustainable Tourism

*Creative Sustainability at Aalto University, World Design Capital 2012, Helsinki, Finland*

**2010** Masters in New Media (in progress)

*Aalto University, Helsinki, Finland*

**2008** Summer School on Food Networks

*Università di Scienze Gastronomiche Pollenzo, World Design Capital 2008, Italy*

**2005–2007** Graduate Diploma in Visual Communication Design

*Srishti School of Art, Design and Technology, Bangalore, India*

**2000–2004** Bachelor on Applied Art

*Sir JJ Institute of Applied Art, Mumbai, India*

**1998–2000** Higher Secondary School Examination

*R A Poddar College of Commerce & Economics, Mumbai, India*

**ACHIEVEMENTS****2011** Gift Scholarship from Mahatma Education Society for higher studies.**2007** B N Reddy Scholarship Award (Srishti)

for outstanding final-year project, Sense-Non.

**1993** National Level Gold medallist in Mallakhamb (Yoga on Suspended Rope).**1995** State Level Gold medallist in Yoga.**1993–2000** Represented Maharashtra in 4 State-level and 3 National-level Rope Mallakhamb tournaments.