

Saurabh 'Shri' Gupta

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—— Translating complex problems into opportunities through research, design & technology. ——

Education

Master Of Design Methods

IIT Institute Of Design, Fall 2009

Interface & interaction design; digital & physical prototyping; communication & information design; strategy & user research.

Exec. MBA (International Business)

International Management Institute, 1997

Marketing and international business.

B. Pharm (BS Pharmaceutical Sciences)

Ch. Charan Singh University, 1994

Software Skills

Expression Studio, Sketchflow, Silverlight, Adobe CS4 & Visual Studio; Microsoft & Siebel Certified.

Interests

Interaction design, product & service design, mobile devices, sustainability & volunteering.

Honors

2009: Speaker, Brainstorm BPM Conference.

2008: Speaker, Portal Collaboration Conference.

2007: Winner, Microsoft O2OBA Challenge.

2005: Founder Member, System Architecture practice at Waddell & Reed.

1997: Gold medal recipient, Market Research project on processed foods.

Projects

Technology@work - User Research, Analysis

Field research with an HCI expert to understand technology challenges faced by financial advisors, used interviews, artifact analysis & card sort techniques.

Sustainable Bathroom - Prototyping

Envisioned & created life sized working model of a robotics-based bathroom concept that intelligently predicted user needs & saved water.

Livegreen - Digital Persuasion

Conceived & designed a green search website interface using BJ Fogg's Persuasive Technology principles to encourage eco-friendly products & services.

Intelligent Office - Interaction Design & Information Architecture

Researched, prototyped & designed context-sensitive office applications that offered ubiquitous information access & improved productivity.

Toolpool - Service & Interface Design

Conceptualized a power tools sharing platform, its business case & service blueprint complete with iconography and digital mock ups.

Experience

Waddell & Reed Financial Services

Senior Systems Architect, 2003 - Till Date

Conduct system analysis, user research, whiteboard sessions and prototyping.

Partner with business units on technology initiatives and strategy. Research new technologies, create and communicate roadmaps and architecture.

SE Technologies / Advances Technologies Labs

Senior CRM Consultant / Tech Lead / Developer, 1998 -2003

Lead implementation teams, managed key accounts and pre-sales activities.

Worked with Customer Relationship Management (CRM) & other enterprise software applications.

Johnson & Johnson / Dr. Reddy's Lab

Medical Service Representative, 1995 -1996

Technical sales / promotion of pharmaceuticals & healthcare products to Doctors and Pharmacists.

Roles / Industries

Thought Leader, Strategist, Evangelist, Facilitator, Designer & Team Lead.

Financial Services, Consulting, High Tech, Healthcare & Manufacturing.