

sonali sridhar
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347.264.2736

EDUCATION	Masters in Professional Studies (MPS) Interactive Telecommunication Program, Tisch School of Art, New York University, New York, NY.	May 2006
	Bachelor of Fine Arts (BFA) Atlanta College of Art (ACA) Concentration in Graphic Design, Deans List, Atlanta, GA.	May 2002
HONORS	Dean's Fellowship at Tisch School of Art, NYU Robert Rogers Award for Outstanding Performance, ACA	2004-2006 2002
EXPERIENCE	Design Renegade – Interaction Designer Worked on the online development team for the Panasonic Consumer Electronics Site redesign. Defined functionality and usability with sitemaps and wireframes to walk the client through their Learn, Shop and Support experiences. Other clients also include- Gildas Club World Wide, J.Crew and Bearing Point.	Nov 2006- present
	Code and Theory – Interaction Designer Designed and developed structure and architecture for both the front and back end of websites. Clients included Charlie Rose, Russel Reynolds Associates, Nobu, Comcast.	Jul 2006- Nov 2006
	ESI Design – Web Designer Designed the Whitney Biennial 2006 Peace Tower site. http://whitney.org/biennial2006/projects/tower/	Jan 2006- March 2006
	American Management Systems – Web Designer Served as part of an internal team working for the California Child Support Automation System.	Sept 2003 - July 2004
	300Feet Out – Designer Designed and developed various non-profit, promotional and collateral material and campaigns. Clients included: SF Opera, Merola Opera Program, Hispanic Scholarship Fund and AIGA.	Nov 2002 - June 2003
	Celery Design Collaborative – Contract Designer Designed and produced environmental, promotional and collateral campaigns. Clients included: Elephant Pharmacy, Berkeley and HP Annual Report 2003.	Dec 2002 - Feb 2003

Research

Angel Chang – Wearable technology Jan 2006 - July 2007

Exploring integrating technology & clothing for Spring and Fall 2007

Interactive Telecommunication Program – Research Assistant Jan 2006 - April 2006

Worked with Professor Clay Shirky on identifying and reading

Language Patterns in Social Software presented at the E-tech

Conference in San Diego,

March 2006.

Picture Projects – Internship in Social Justice – Research assistant

Jan 2005 - May 2005

Researched and provided visualization for “Food for Thought” -

a project that aimed to increase awareness about politics, food and GMO's.

Community

Walking Project – Designer

Sept 2005 - Jan 2006

Designed and produced print collateral for a performance art collaboration

between artists in Detroit, MI and South Africa

Green Ground Zero – Web Designer

Aug 2004 - Jan 2005

Designed a site for a non profit environmental architecture firm in New York

SKILLS **Collaboration:** Project development and management, prototypes and presentations

Tools: Proficiency in InDesign, Illustrator, Photoshop, Omni Graffle, basic Flash and HTML.

Knowledge in video and audio editing, processing and JAVA related tools.

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