

Anshul Chole

(<https://www.anshulchole.com/>)

Nagpur, Maharashtra • ansvchole@gmail.com • +91 9137255485

ABOUT

As a professional, I specialize in designing spaces that offer unique and emotional experiences for users, both in physical and virtual environments. I have been creating physical experiences since graduating with a degree in Architecture, and in the last two years, I have transitioned to creating virtual experiences. I completed a post-graduate program at IIT Hyderabad to expand my skills and create more immersive experiences, driven by my passion for innovation and technology. I enjoy using new technology creatively to enhance the experiences I create.

EDUCATION

Indian Institute of Technology, Hyderabad Master of Design, Immersive and Interaction Design. CGPA - 8.96	Hyderabad, India Sep 2020 – May 2022
L. S. Raheja School of Architecture Bachelor of Architecture, Architecture. CGPA - 6.30	Mumbai, India Aug 2013 – June 2018
Narayana Educational Institute, Hyderabad Board of Intermediate Education, Science MPC. 84.20 %	Hyderabad, India Aug 2011 – Mar 2013
Somalwar English High School SSC. 80.55 %	Nagpur, India March 2011

EXPERIENCE

Tata Consultancy Services (TCS) User Experience Designer <ul style="list-style-type: none">Worked on new XR and Immersive Design Technology, designing different use cases for AR/VR to create more immersive experiences for users and clients.Demonstrated strong organizational and communication skills by presenting ideas to various board members.Stayed up-to-date with emerging UX design trends and practices, integrating useful techniques and cutting-edge developments into future projects.Showcased leadership skills in managing projects from concept to completion and proved successful working in a fast-paced environment both independently and collaboratively. <i>Key Words - 3D Visualization, Experience Design, Design Development, AR/VR Design, Immersive Design</i>	Pune, Maharashtra Sep 2022 – Present
Base4 - Architects, Engineers, Designers Senior Architect / BIM Expert <ul style="list-style-type: none">Worked as an Architect designing hotels for well-known franchises such as Marriott, Hyatt, and Hilton.Developed a Prototype for BIM designing and created a technique for Modular Housing Construction under a team leader for client Z-Modular.Ensured construction documentation met client requirements and vision while maintaining quality control standards and procedures.Researched zoning laws and building codes to verify conformance with regulatory agencies and devised innovative strategies to reduce construction costs while meeting strict quality standards.	Nagpur, Maharashtra July 2019 – Aug 2020

Creator's Media and Entertainment

Mumbai, Maharashtra

[Freelance] Asst. Production Director, Art Director

May 2017 - April 2019

- Applied effective time management techniques to meet tight deadlines, showcasing strong organizational skills and a strong work ethic.
- Quickly adapted to new technology and software applications, demonstrating proficiency in learning new concepts efficiently.
- Self-motivated with a strong sense of personal responsibility, working on many brands for various Set Designing and Visualization projects, including branding and conceptualizing the Look and Feel of Reality shows.
- Worked with high-profile clients such as Viacom18, Colosseum Media Pvt Ltd, YouTube India, and Star Plus.

BlockMod – Portable Design Studio

Sydney, UNSW

Co-Founder, Product Design

April 2019 – Oct 2019

- Recognized the importance of design communication in architecture and developed BlockMod to help students better express their ideas.
- Collaborated with a dedicated team to conduct over 25 interviews with potential users, analysing the information and creating personas and a user journey.
- Designed, developed, and maintained a website to encourage the target audience to sign up, while also developing business models and marketing the website on social media.
- Juggled multiple responsibilities throughout the project to ensure its success.

PROJECTS

Exploring Interactive and Immersive Projections | [In_track](#)

Master's Thesis Project, IIT Hyderabad

(Jan – May 2022)

- Explored various forms of Natural Human-Computer Interaction (NHCI) through artworks
- Created different experiences for people to explore
- Used Spatial Augmented Reality (Projection Mapping) technology for an immersive experience
- Focused on enhancing NHCI experience through Projection Mapping technology in the thesis

Understanding if and how VR can help relax user | [space_d](#)

Leader, Team of 5

(Jan – Dec 2021)

- Conceptualized a VR experience to help 18-30 year old users release stress and achieve mindfulness during hectic work or study hours
- Conducted testing of the VR experience on a sample group, specifically in a university setting
- Used Russell's Core model and EDA sensor to collect test results
- Test results showed a notable positive effect on stress relief, resulting in a better and relaxed feeling

Set Design for Cinematic VR Experience film | [Table for 2](#)

Asst. Prof Delwyn Jude Remedios, IIT Hyderabad

(Aug – Dec 2021)

- Conceptualized a VR movie set as a café
- Designed the set with different themes for each table to match the genre of the story taking place at that table
- Ensured each table's theme was distinct but also worked together as a cohesive whole for an immersive experience
- Used a 360-degree camera to capture the entire space for a fully immersive experience.

Exterior design for “A Passenger Mobility Drone”

Ministry of Education, Asst. Prof Deepak John Mathew, IIT Hyderabad (Aug – Dec 2021)

- The project showcase concept of a Futuristic mode of transport that address many problems like, land accusation, quicker mode of commute. In order to solve this problem, we propose a solution to create an electric drone which can fly and park in a small area also this would save time and reduce a about 60-70% infrastructure cost overall.

ACHIEVEMENTS

- Nominated as “**Member of Month**” for ideating the Immersive Executive Briefing Centre and his contribution towards its design and development by TCS (April 2023)
- Research paper **published under India HCI Demos** (Nov 2022)
- **2nd Runner-up of “Samsung Innovation Award”** for project “space_d” (2021)
- **Top 3 Fan-Favourite in Adobe x Marshmello** helmet Remix Challenge (2020)
- **Co-Founder of “BlockMod”** incubated under UNSW (2020)
- Selected for **Student of the Year (2018)**
- Selected for NIASA for **best Thesis by Council of Architecture, India** (2018)
- **Top 50 Arcasm** by Film City Tower (2015)

KEY COURSES TAKEN AND LEARNINGS

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|-------------------------|--------------------------------------|-----------------------------------|
| • Experience Design | • Natural Human Computer | • Design Process and Methodology |
| • AR/VR Design | • Interaction Design | • Film Making |
| • Immersive Design | • Human Computer Interaction Design | • Digital Imaging and Photography |
| • Interaction Design | • Product Design | • Systems Approach to Design |
| • Design Method | • Design and Entrepreneurship Skills | • Usability Testing |
| • UX / UI Design | • Space Design | |
| • User Research Methods | | |
| • Human Centered Design | | |

SOFTWARE SKILLS

- | | | |
|----------------------|---------------------|------------------------|
| • Figma | • Revit | • V-ray |
| • Adobe Photoshop | • BIM | • Microsoft Word |
| • Adobe Illustrator | • Sketch Up | • Microsoft PowerPoint |
| • Adobe Premiere Pro | • Rhino-Grasshopper | |
| • Adobe InDesign | • AutoCAD | |
| • Unity 3D | • Blender | |

INTERESTS

Experiential Design, Human Computer Interaction (HCI), Virtual Reality, Augmented Reality, Entrepreneurship, Production Design, Art Direction, Concept Artist, 3D Modeling.