

Sambuddha Saha

sambuddha.com / hello@sambuddha.com / +1 734 709 3867



Creative Director and Experience Designer with 12+ years experience in Visual Design, Information Architecture, Identity & Branding, and Experience Strategy

Interested in working with an innovative design team

SKILLS

Creative Direction and Experience Design for online/desktop/mobile applications, integrated physical/virtual experiences, multi-channel content delivery, digital marketing, and cross-media editorial projects

Identity & branding work for corporate, consumer, and ideological enterprises

Independent art and design practice including work in Environmental Design, and Furniture & Lighting

EXPERIENCE

Guided full life-cycle of design development from conception to delivery

Managed user-experience teams and mentored designers, researchers, and information architects

Responsible for development and implementation of project plans in collaboration with project managers and team leads

Successfully led business development initiatives and ongoing opportunity development

Managed client relationships in an engagement lead capacity

AWARD-WINNING PROJECTS

AutoTrader UK iPhone App

Cannes – Silver Lion, 2010

Prada Broadway “Epicenter” Store

IDS/BusinessWeek – Silver and Bronze, 2002

Flakemaster

Art Directors Club NY – Distinctive Merit, 2001

Omni Intermedia – Gold, 2001

EDUCATION

M.Arch., School of Architecture

Princeton University, Princeton / 1994 – 1997

Graduate education in architecture

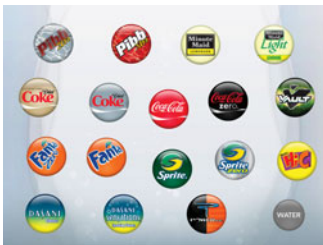
B.A. [Architecture]

Columbia University, New York / 1989 – 1993

Liberal arts education with a major in architecture

REFERENCES

Available on request



LOWER
MANHATTAN
SOURCE

IT'S YOUR
SMART
GRID

ij+jc



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CAREER HISTORY

Assoc. Creative Director, SapientNitro

Chicago, Detroit & Atlanta / June 2005 to date

SapientNitro takes creative, strategy and technology services out of their silos and weaves them together through an open and client-focused culture to deliver a new approach to problem-solving. We create emotionally-resonant brand experiences that deliver business results.

My role is to lead integrated design teams; tying together user research, concept exploration, requirements development, brand expression, and experience design activities to deliver solutions that achieve their objectives by focusing on user needs and desires.

clients – Coca-Cola, Home Depot, GM & GMAC, Manheim, AutoTrader, GE Energy, DHL, AT&T, Newell Rubbermaid, Target

Creative Director – UI, The Coca-Cola Company

Atlanta / April – December 2008

At TCCC, I have been working with product innovation teams to guide the design & development of market-leading touchscreen-driven customer experiences.

Art Director & Information Architect, EzGov

Amsterdam / April 2003 – March 2005

As an AD/IA at a software company – online transactional applications for government agencies, e.g. tax filing, benefits claim, disbursement, etc. – I worked to refine project processes to better integrate the range of user-centered design activities into the requirements, analysis, design, and testing phases of software development methodologies.

clients – Inland Revenue UK, US Dept of Customs

Designer, Self-employed

New York / June 2002 – March 2003

Economic dry spells have the salutary effect of simultaneously broadening the range of one's design activities and concentrating the mind on one's own artistic obsessions and initiatives.

Art Director, IconMedialab

New York / July 2000 – May 2002

At IconMedialab, I art-directed creative teams working on award-winning projects, including the Prada Broadway Store. The objective of this project was the enhancement of the shopping experience through the use of technology to improve access to and knowledge of inventory and brand content on both sides of the customer-salesperson relationship.

In collaboration with AMO/Rem Koolhaas and IDEO amongst others, we developed applications and interfaces for handheld devices, touchscreen displays, an intranet, and a customer-service extranet.

clients – Prada, Chubb Insurance, iClassics

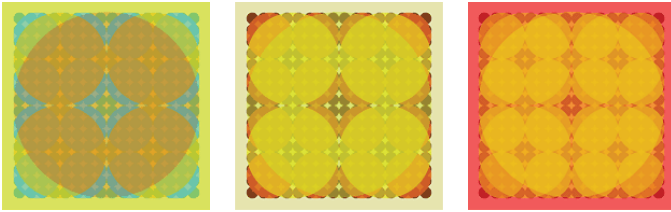
Senior Designer, Hearst Interactive Studios

New York / July 1996 – June 2000

Hearst Interactive worked with a diverse range of media properties in the magazine, book publishing, broadcast, and entertainment & syndication divisions of Hearst to develop editorial, marketing, and community sites to support cross-media brand extensions.

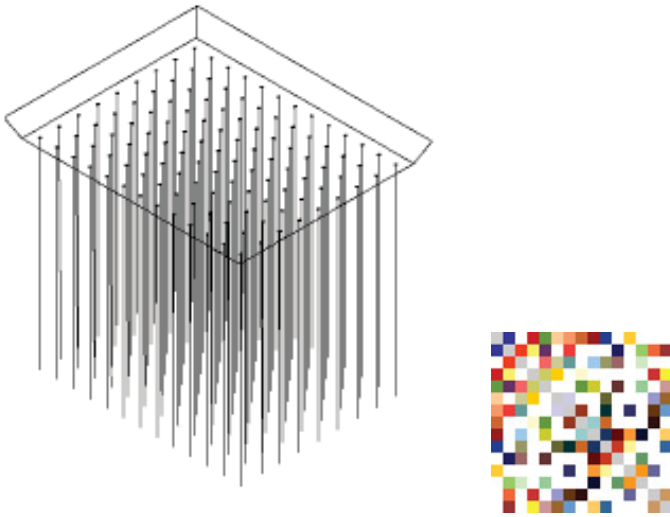
We developed online features in concert with publication and broadcast cycles to create feedback relationships with readers & viewers.

clients – Esquire, Harper's Bazaar, Avon Books, King Features



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REPRESENTATIVE PROJECTS

SYSTEMS

Coca-Cola Freestyle

The new soda fountain dispensing 100+ beverages

Target.com

Re-design of the navigation, catalog taxonomy & shopping experience for the re-platforming of the eCommerce channel

Home Depot Mobility

A mobile platform for store associates and management to improve store appearance, inventory management, in-aisle customer service, and overall operational awareness

Prada Broadway "Epicenter" Store

In-store multi-channel content display system. Design of user-experience and content-development process for handheld devices, touchscreen & presentation displays, intranet, and customer-service interfaces

AutoTrader Dealer Community

Redesign to improve dealers' ability to make smart and competitive purchase/sell and merchandising decisions on their used vehicle inventory

COMPUTATIONAL ART

Infinity > Infinity + 1

A network computing project to count to infinity by aggregating 1 count per viewing client per second, ad infinitumders

Octaves: 2nHz, 4nHz, 8nHz

A graphic exploration of self-similitude and self-differentiation through the squaring expansion of a binary pair as a series of matrices

COMMUNICATIONS

Smart Grid

Educational content and community around the topic of next-generation smart grid technologies

Campaign to Repatriate Cultural Loot

Advertising and targeted marketing in support of the efforts to return the Parthenon Marbles to Greece

f*k the rv'lut'n!

An identity programme for failed revolutionaries, lapsed leftists, etc.

IDENTITY

iClassics

Identity development for an online classical music vendor

Lower Manhattan Source

Identity proposed for a newsletter devoted to the redevelopment effort in Lower Manhattan – a neighborhood in need of symbol of strength and hope to rally around

OBJECTS & SPACES

Hairy

A stool that grips the sitter by the seat

Penny Deficit

Hoarding all 1-cent coins received as change; exploring the balance between individual consumption & the larger economy

Cloud

A bedroom light fixture the size of a bed – a canopy of stars for those without skylights



PowerSearch Passenger vehicles

By Vehicle >> Year: 2001 to 2002 Make: CHEVROLET

By Location >> Region: All, South East, North East, Mid West, South West State / Region: All, Alabama, Arizona, Florida, Georgia

By Sale Source / Source >> Seller/Company: All, A&T Leasing, AMV Leasing, ABC/DC/VE, Avera Fleet Inventory Source: All, Auction Pre-Sales, ONE.com, Stockcars

Search Filters 149 Vehicles Found

Search Results 149 Vehicles Found

Year, Make, Model	Mileage	Location Name / State	MSRP Price	Date / Time	Lease / R
2001 Chevrolet Tahoe 4WD 4.8L 15000 Miles	67,000	Bohne Brothers Auto, GA	\$15,000	10/21/07	None
2002 Chevrolet Tahoe 4WD 4.8L 10000 Miles	100,800	Atlanta A.A., GA	\$9,900	03/18/07	None
2002 Chevrolet Tahoe 4WD 4.8L 10000 Miles	100,800	Atlanta A.A., GA	\$14,000	10/18/07	None
2001 Chevrolet Tahoe 4WD 4.8L 10000 Miles	37,000	Atlanta A.A., GA	\$27,000	03/18/07	None
2001 Chevrolet Tahoe 4WD 4.8L 10000 Miles	43,000	Central Florida A.A., FL	\$19,000	10/18/07	None
2001 Chevrolet Tahoe 4WD 4.8L 10000 Miles	98,000	Central Florida A.A., FL	\$11,000	10/21/07	None

Search Results (149): Chev. Tahoe Vehicle Detail (2001 CHEV Tahoe 4WD SUV 4.8L)

2001 Chevrolet Tahoe 4WD SUV 4.8L

Seller Information VSI Corp 10111 Oldcountry Rd Durham, NC 27702-0548

Location Name/State Bohne Brothers Auto/Georgia

Sale Date 10/21/07 11am

BUY NOW \$12,000

Current Bid \$0

Minimum Bid \$1000

Buy Now Price: \$12,000

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