

Gudur Raghavendra Reddy

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(orcid.org/0000-0002-7238-3309)

EDUCATION:

(2008 – 2012) **Doctor of Philosophy**

Thesis title: Approaches to designing for older adults' intuitive interaction with complex devices.

Institute: Queensland University of Technology, Brisbane, Australia.

Achievements: Scholarship sponsored by Australian Research Council (ARC) Discovery project.

(1988 – 1990) **Master of Design**, Major in Visual Communication

Institute: Industrial Design Centre, Indian Institute of Technology, Bombay, India.

Focus of the study: Theories and practice of visual communication, interaction design and information design.

Achievements: Admission to the institute is extremely competitive. Only 10 students are selected per year from all over India (based on 3 entrance examinations).

(1983 – 1988) 5 Year **Diploma in Fine Arts**, Major in Applied Arts

Institute: College of Fine Arts and Architecture, Jawaharlal Nehru Technological University, Hyderabad, India.

Focus of the study: Use of computers in visual communication.

Achievements: Admission to the college is very competitive. Only 42 students are selected per year from south India (based on 2 entrance examinations).

RESEARCH GRANTS:

External grants

- **220,000 AUD:** *Association for the Research Archival Matrix of South-East & South Asian Architecture Grant.* CI Gudur Raghavendra Reddy, PI Gudur Swati Reddy (2017)
- **40,000 AUD:** *AMEDA* commercialisation grant (collaborative project)

Faculty grants

- **10,000 AUD:** Early carrier academic development research grant (2016)
- **7800 AUD:** Research collaboration travel grant (2016)
- **4,000 AUD:** International collaboration research grant (2014)

ACADEMIC WORK EXPERIENCE:

(2014 – current): **Assistant Professor Graphic design course convener and Programme Director for Design**

Faculty of Arts and Design
Canberra University, ACT

Position: Assistant professor and Acting Programme Director for Design

(2008 – 2013): **PhD Student and Sessional lecturer/RA**

Faculty of Creative Industries
Queensland University of Technology, Brisbane, Australia.

Position: Sessional academic and research staff.

Responsibilities: Tutoring, Lecturing year 2 and 3 interactive visual design, product design and design history modules.

(2000 – 2008): **Lecturer, Visual and interaction design**

Communications and New Media Department (CNM), Faculty of Arts & Social Sciences, National University of Singapore.

Position: Lecturer, Visual communication and interaction design

Responsibilities: Teaching, Curriculum development, Honours thesis supervision, Planning and development of Media lab and studio, Year 3 co-ordinator

INDUSTRY WORK EXPERIENCE:

(1997 – 2000): **Kent Ridge Digital Labs**, Singapore (renamed to I²R).

Position: Senior Engineer.

Responsibilities: Content for distributed virtual reality games, Game component design, Interface design for tablet device, Product development

(1995 – 1997): **Kirloskar Multimedia limited**, Bangalore, India.

Position: Head of media production.

Responsibilities: Head of non-linear video production and 3D development, Project leader for interactive multimedia CD projects, Interaction design

(1994 – 1995): **MEdRC (Medical Education & Research Centre)**, Hyderabad, India.

Position: Head of 3D and Visual design.

Responsibilities: 3D visualisation for medical research, Interaction design

(1991 – 1994): **Training Division, National Informatics centre**, New Delhi, India.

Position: Scientist Engineer (Systems Analyst).

Responsibilities: Development of Multimedia systems, Interactive content development – Interface design, 3D visualisation, animation and optimisation for bandwidth critical applications.

PUBLICATIONS:

Book chapters:

- [1] **Reddy, G. R.** (2017), Adaptable interface framework for Intuitively learnable product interfaces for people with diverse capabilities in "Intuitive Interaction: Research and Application" Taylor and Francis (with editor).
- [2] **Reddy, G. R.**, Blackler, A., Popovic, V., & Mahar, D. (2013), Intuitive use of complex interface structure, anxiety and older users, in Lecture Notes in Computer Science (LNCS), IFIP and Springer. (IFIP tc13 -Outstanding research award).

Publications in refereed conference proceedings:

- [17] Scharoun.L, **Reddy.G.R**, Trathen. S, (2017) *Educating the New Wave of Designers*, Proceedings of the Australian National University School of Art & Design 2017, Canberra, Australia.
- [16] **Reddy, G. R.** (2016) *Challenges in teaching design thinking skills to novice desing student*, Proceedings of the International Conference on Engineering and Product Design Education EDPE 2016, Aalborg, Denmark.
- [15] **Reddy, G. R.**, Blackler, A., Popovic, V., & Mahar, D. (2016) *Designing for older people: But who is an older person?*, Proceedings of 2016 Design Research Society 50th Anniversary Conference, Future-focused Thinking, 27-30 June 2016, Brighton UK.
- [14] **Reddy, G. R.**, Blackler, A., Popovic, V., & Mahar, D. (2015) *Methodological issues with older users a research participants*, Proceedings of Interplay, IASDR Conference 2015, 2 - 5 November, Brisbane, Australia.
- [13] **Reddy, G. R.**, Blackler, A., Popovic, V., & Mahar, D. (2014) *Adaptable interface model for intuitively learnable interfaces: an approach to address diversity in older users' capabilities*, Proceedings of Design Research Society Conference 2014, 16-19 June 2014, Umea, Sweden.
- [12] **Reddy, G. R.**, Blackler, A., Popovic, V., & Mahar, D. (2013) *Designing for older adults: adaptable interface as an approach to address diversity in older users' capabilities*, Proceedings of the 5th IASDR 2013 "Consilience and Innovation in Design", Tokyo, Japan.
- [11] Blackler, A., Popovic, V., Mahar, D., **Reddy, G. R.**, Lawry, S. (2012). *Facilitating Intuitive interaction and complex interfaces for older people*. Design Research Society (DRS) International Conference 2012 "Re:Search", Bangkok, Thailand.
- [10] **Reddy, G. R.** Blackler, A., Popovic, V., & Mahar, D. (2011). *Ageing and use of complex product interfaces*, Proceedings of the IASDR 2011 Diversity and unity, TUDelft , Netherlands. (Best paper award)
- [09] Blackler, A., Popovic, V., Mahar, D., Lawry, S., **Reddy, G. R.** Kraal, B., & Chamorro-Koc, M. (2011). *Researching intuitive interaction* Proceedings of the IASDR 2011 Diversity and unity, TUDelft, Netherlands.
- [08] **Reddy, G. R.** Blackler, A., Popovic, V., & Mahar, D. (2010). *The effects of cognitive ageing on use of complex interfaces*, Proceedings of the OzCHI, Brisbane, Australia, pp. 180-183.
- [07] **Reddy, G. R.** Blackler, A., Popovic, V., & Mahar, D. (2009). *Redundancy in interface design and its impact on intuitive use of a product in older*

users, Proceedings of the IASDR 2009: Rigor and relevance, Seoul, Korea, pp. 209.

- [06] **Reddy, G. R.** (2007). *Managing students' motivation and performance*, Proceedings of the International Conference on Engineering and Product Design Education EPDE07, Newcastle, United Kingdom, pp. 247-252.
- [05] **Reddy, G. R.** (2006). *Assessing Quality of Student Learning In Design*, Proceedings of the International Conference on Engineering and Product Design Education EDPE 06, Salzburg, Austria, pp. 51 - 56.
- [04] **Reddy, G. R.** (2005). *Academic workload and design learning outcome*, Proceedings of the 3rd Engineering & Product Design Education International Conference, Edinburgh, Scotland, pp. 181 -188.
- [03] **Reddy, G. R.** (2005). *Assignments Workload and Design Learning Outcome*, Proceedings of the Design education: tradition and modernity, NID, Ahmedabad, India, pp. 84 - 93.
- [02] **Reddy, G. R.** (2004). *Challenges in teaching a design foundation course* Proceedings of the Multimedia Art Asia Pacific International Conference, NTU, Singapore. (*Electronic publication*)
- [01] **Reddy, G. R.** (2004). *Challenges in teaching a design foundation course to non-design students*, Proceedings of the 2nd Engineering & Product Design Education International Conference, TUDelft, Netherlands, pp. 679-686.

Other conference paper:

- [1] **Reddy, G. R.**, Blackler, A., Popovic, V., & Mahar, D. (2008). *Facilitating intuitive interaction with complex devices for older adults: a review*, Proceedings of the BEE Design theme postgraduate student conference: Diversity and innovation, Brisbane, Australia pp. 54 - 69. (**Best paper award**)

Book: Illustration

Designing Usable Web Interfaces (Year: 2002-03)

PRIZES AND AWARDS:

IFIP TC 13 Accessibility Award in recognition to the most outstanding contribution on ageing, disability and inclusive design (Year: 2013)

Write-up scholarship (Year: 2012)
Queensland University of Technology, Australia

Thesis nominated for ACM award (Year: 2012)
PhD thesis was nominated for ACM thesis award by School of Design, Queensland University of Technology, Australia

Reviewers choice award (Year: 2011)
IASDR 2011 Diversity and unity, TUDelft , Netherlands

Best paper award (Year: 2008)
Diversity and Innovation' Design theme postgraduate student conference. Faculty of Built Environment and Engineering, Queensland University of Technology, Brisbane, Australia.

EXHIBITIONS:

CNM Students' photography exhibition (2007): NM3223 Students' photography exhibition – Curator

Shelalu Shilpalu (Year: 2005): Black and white photography exhibition at Isan gallery, Singapore. Collection of silver gelatine prints capturing unique landscape of Deccan plateau of India, home to spectacular natural granite rock formations (formed at least 2500 million years back), and magnificent manmade granite structures. – Artist and Curator

TEACHING

Graphic design discipline, Faculty of Arts and Design, University of Canberra

(Developed and taught following modules at Faculty of arts and design)

8600 Graphic design thinking and research

9291 User interface and experience design

Communications and New Media Department, FASS, NUS

(Developed and taught following units at NUS)

NM2208 Principles of Visual Communication

NM4210 User Experience Design

NM4205 Digital Media Project Management

NM3223 Digital Photography and Imaging (Visual culture)

NM3208 Designing Content for New Media

IF3203 Information visualisation and communication

NM2216 Interactive Media design

NM3231 Physical Interaction Design

School of Design, Queensland University of Technology, Australia

(Taught following units at QUT)

KIB 120 Graphic design

KIB315 Contemporary issues in digital media

KIB207 Theories of Visual Communication

KIB100 Design and creative thinking

DEB601 Collaborative design

DEB220 Introduction to design history