

## Curriculum Vitae

### EDUCATION:

(2008 – 2012) **Doctor of Philosophy** School of Design, Faculty of Creative Industries, Queensland University of Technology, Brisbane, Australia.

*Achievements:* Scholarship under - Australian Research Council (ARC) Discovery grant.

(1988 – 1990) **Master of Design**, Major in Visual Communication, Industrial Design Centre, Indian Institute of Technology, Bombay, India.

*Achievements:* Full MHRD Scholarship

(1983 – 1988) 5 Year **Diploma in Fine Arts**, Major in Applied Arts, College of Fine Arts and Architecture, Jawaharlal Nehru Technological University, Hyderabad, India.

### RESEARCH INTERESTS:

My primary research focuses on design and development of graphical user interfaces for users with diverse capabilities. It is interdisciplinary in nature cutting across visual communication, industrial design, cognitive psychology and sociology.

*Designing for diversity/ Inclusive design methodologies*

*User interface design, tangible interaction and ubiquitous computing*

*Experiential graphics and visual communication*

*Interactive Digital heritage and information visualisation*

### RESEARCH & TRAVEL GRANTS:

(2020 - 2023) A\$ 220,000: Association for the Research Archival Matrix of South-East & South Asian Architecture Grant. CI Gudur Raghavendra Reddy, PI Gudur Swati Reddy (Preliminary approval pending contract signing)

(2019 - 2020) A\$13,000: Out Side Study programme grant. University of Canberra.

(2018 - 2019) A\$ 35,000: Improving EDRMS User Experience (UX) – CISRO Innovation Grant

(2016) A\$ 10,000: Early carrier academic development research grant. University of Canberra.

(2016) A\$ 7800: Research collaboration travel grant, University of Canberra.

(2014) A\$ 4,000: International collaboration research grant, University of Canberra.

## **ACADEMIC WORK EXPERIENCE:**

(08/ 2019 – 01/2020): On Outside study programme at Human **Factors & Aging Laboratory, University of Illinois Urbana-Champaign, USA**. Working with Prof. Wendy Rogers on issues related with 'ageing with disabilities' and 'ageing in place'.

(2017 – current): **Program Director Design (Interaction design, Visual communication design, Industrial design and Master of Design Strategies)**

School of Design and Built Environment, Faculty of Arts and Design  
Canberra University, ACT

*Position:* Program Director and Assistant professor design discipline.

*Responsibilities:* In addition to teaching and research - Curriculum development, managing all 4 design degrees (Visual Communication, Interaction Design, Industrial Design and Master of Design Strategies), promoting undergraduate and graduate degrees locally and globally, mentoring and training faculty, TPP convening, maintaining the program quality, student engagement, recruitment & retention.

(2014 – 2017): **Course Convener (Graphic design), Assistant Professor**

Faculty of Arts and Design, Canberra University, ACT

*Position:* Course convener and Assistant professor design discipline.

*Responsibilities:* In addition to teaching and research - Administering Graphic Design course, TPP convening, unit convening and teaching.

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

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

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

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

*Position:* Lecturer, Visual Communication & Interactive media design

*Responsibilities:* In addition to teaching and research – year 3 co-ordinator, media lab consultant, developing and teaching visual and interaction design major units.

## INDUSTRY WORK EXPERIENCE:

(1997 – 2000): **Kent Ridge Digital Labs**, Singapore (renamed to I<sup>2</sup>R).

*Position:* Senior Engineer.

*Responsibilities:* 3D developer for distributed virtual reality games, Game component design, Interface design for games and 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:

### Journal papers:

- [1] **Reddy, G. R.**, Blackler, A., Popovic, V., & Mahar, D. (In press). *Effects of redundancy in user-interface design on older users and users with low domain specific prior knowledge*, International Journal of Human - Computer Studies.

### Book chapters:

- [1] **Reddy, G. R.** (2018), Adaptable interface framework for Intuitively learnable product interfaces for people with diverse capabilities in “Intuitive Interaction: Research and Application” Taylor and Francis.
- [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*).

## Refereed conference proceedings:

- [18] **Reddy, G. R.** (2019) *A framework to understanding factors that influence designing for older people*, Proceedings of DESIGN REVOLUTIONS, IASDR Conference 2019, 2 - 5 September, Manchester, UK.
- [17] **Scharoun, L., Trathen, S., Reddy, G. R.** (2017) *Educating the New Wave of Designers*, Proceedings of the Australian Council of Arts & Design Schools Annual Conference, 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)*

#### **Manuscripts in submission:**

##### **Journal**

- [2] **Reddy, G. R.**, Blackler, A., Popovic, V., & Mahar, D. (2019). *Age related cognitive decline: Role of central executive function on use of product interfaces in older adults*, Applied Ergonomics.
- [1] **Reddy, G. R.**, (2019) *Design research approach for developing product user interfaces for older adults*, Age and Aging.

##### **Conference proceedings**

- [2] *McDonagh, Deana., Reddy, G. R., Maurita*, (2019). *Sparks of Innovation: User Centered Design Insights*, DRS 2020, International Conference.
- [1] **Reddy, G. R.**, *McDonagh, Deana., Maurita*, (2020). *Design as a catalyst in interdisciplinary teams: a pedagogical perspective*, The 22nd International Conference on Engineering and Product Design Education, International Conference.

## Manuscripts in preparation:

### Journal

- [1] **Reddy, G. R.,** Maurita., Rogers, W. A., (2020). *Understanding the needs of older adults with diverse capabilities: Towards developing actionable design interventions to support ageing in place with dignity, grace and control*, Ageing and Society.

## Workshop and panel papers:

Reddy, G.R., (2019) current state of communication design education at ACUADS conference, RMIT, Melbourne, Australia

Reddy, G.R., (2019) Design thinking and innovation workshop at "Vellore Institute of Technology", India

Reddy, G.R., Peng, F., (2018) Design for health ageing workshop at "Health Collab, collaborative research symposium", Monash University

Reddy, G.R., Blackler, T., (2018) Design for healthy ageing panel discussion "Health Collab, collaborative research symposium", Monash University

Reddy, G.R., Scharoun, L., (2018) Trade booth, supervised students co-design projects on healthy ageing co-design, Australian Association of Gerontology (AAG) Conference, Melbourne.

Scharoun, L., Hills, D., Sagara, J., Reddy, G.R., (2018) Workshop - Cross-cultural Perspectives on Design for Healthy Aging, Aging & Society: Eighth Interdisciplinary Conference, Tokyo, Japan

"SmartHealth" Workshop OzCHI 2010

"OzCHI 2010 panel on HCI and Ageing" challenges of developing appropriate research methods with seniors.

## Invited talks:

(2019 - December) "Designing for diverse capabilities", at Mclean County Reducing Social Isolation Initiative Committee Meeting, East Central Illinois Area Agency on Aging, 1003 Maple Hill Road, Bloomington, IL 61705

(2019 - September) "Challenges in designing for older adults' intuitive use of contemporary technological devices", Kinesiology and Community Health Colloquium, College of applied health and sciences, Illinois at Urbana-Champaign.

(2019 - August) "Human-system interaction design", College of Arts + Design, Illinois at Urbana-Champaign.

(2019) Brand management in architecture: School of Design, Vellore Institute of Technology, India.

(2017) Invited talk on Cognitive aspects of ageing and interaction design, Research colloquium on the occasion of opening the new human observation lab, University of Canberra

(2013) Invited talk on Ageing, complex interfaces, anxiety and intuitive use: Creative Industries research seminar series, People and Systems lab, Queensland University of Technology, Australia.

(2012) Invited talk on facilitating intuitive interaction for older people: National University of Singapore, Singapore.

## **AWARDS AND HONORS:**

**University of Canberra Teaching Excellence Award for “Outstanding Contribution to Student Learning” 2019**

**Nominated TEQSA Expert** (Tertiary Education Quality and Standards Agency) Australia’s independent national quality assurance and regulatory agency for higher education.

**University of Canberra, Centre for Excellence in Learning and Teaching Scholarship Fellow** - In recognition of key leadership role as Program Director in enhancing teaching and learning quality (Year: 2018)

**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.

## **Other:**

**Co-Design healthy ageing: Study tour students’ exhibition** (2019), Singapore Design Centre, Singapore (**Reddy, G.R.**)

**Design for healthy ageing: Study tour students’ exhibition** (2018), Singapore Design Centre, Singapore (**Scharoun, L. and Reddy, G.R.**)

**Book: Illustration (2003):** Designing Usable Web Interfaces

**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– Artist and Curator

**CNM Students’ photography exhibition** (2007): NM3223 Students’ photography exhibition – Curator

## ADVISING:

### PhD thesis:

(2019 – current): Yushan ZOU *“The Intelligent Textile Design of Pulsed Physiotherapy Functional Clothing”*

(2018 – current): Yousif HAIDER *“The Impact of Place Branding Strategies on the Urban Fabric in Second-Tier Cities in Australia”*

(2016 – current): Tony Flowers, *“Visual literacy in emerging reader chapter books: an illustrator's perspective”*

## TEACHING

(Over 20 years – Developed and taught the following courses at three different universities)

### PG units

- Creative Thinking
- Designpreneurship
- Strategic Design for New Economies
- Ubiquitous Computing & Internet of Things
- Service Design
- Design Led Innovation
- Design thinking and research
- User interface & experience design
- User Experience Design
- Digital Media Project Management
- Digital Photography and Imaging
- Principles of Visual Communication
- Design and creative thinking

### UG units

- Visual Representation Techniques
- Design Culture and Society
- Human Factors for Interaction Design
- Affective Interaction Design
- Tangible and Embodied Interaction Design
- Collaborative design
- Industrial design fundamentals
- Social Interaction Design
- Programming for Design
- Design for Digital Contexts
- Information Visualisation
- Experiential graphics

## SERVICES:

### University/Faculty/Department

(2018 – Current): **University Micro credentials working group member.** University of Canberra

(2017 – Current): **Supervisor for Student Innovation scholar programme.**

(2017 – 2018): **Curriculum review committee member.** Design lead for Faculty of Arts and Design curriculum review and redevelopment committee.

(2015 – 2017): **Course convener for Graphic design.**

(2014 – 2018): **Early career academic faculty representative.** Faculty representative to voice early career researchers' interests at university level.



(2000 – 2008): **Teaching material website.** It is hard to find Textbooks for some of my modules as they are cross-disciplinary in nature. To alleviate this situation I maintain module support website (in addition to IVLE) for students reference.

(2007): **Research gallery for FASS website:** Students from my module (NM3208) designed and developed Research gallery for FASS website under my supervision.

(2006 – 2008): Subject area (Interaction and game design) presentation at **FASS Open House** for Communications and New Media Programme. And, participation at NUS open house.

(2004 – 2005): **HSSRP** Mentor

(2000 – 2002): **Interactive media facilities,** Instrumental in planning and setting up first multimedia support lab and interactive media teaching studio for CNM (than ICM) programme.

(2001 – 2003): **Exploring the Prambanan temple** Dance and the temple interpretation and construction of heritage through a "virtual" site by Assoc. Prof. Pinna Indorf, Dr Alessandra Y Royo Iyer, Assoc. Prof. John Miksic, Terry Braun, Swati Reddy and **G. Raghavendra Reddy** - funded by Getty Foundation.

(2001 – 2002): **VIREO, Product design** for SmartEdge Technologies, Kent Ridge Digital labs (I<sup>2</sup>R).

(2001 – 2002): **Interactive media course of study,** Instrumental in developing the course of study. Developed and taught all the early interactive media modules of ICM/CNM programme.

(2000 – 2002): ICM **Programme website,** Designed, developed and maintained programme website.

## **ACADEMIC COMMUNITY SERVICE:**

Journal Reviewer – **Applied Ergonomics, Journal of Engineering Design, Design for Health**

Reviewer – International conferences: **CHI, E&PDE, OzCHI, DRS, IASDR**

## REFERENCES

### **Prof. Thea Blackler**

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