



CONTACT

- +31-620315297
- suj.raviselvam@gmail.com
- Eindhoven, Netherlands
- www.sujiraviselvams.com

SKILLS

- Philomath
- Observant
- Teamwork
- Creative and critical thinking
- Design Innovation
- Data-Enabled Design

LANGUAGES

- English (Fluent)
- Tamil (Fluent)
- Dutch (Basics)
- Japanese (Basic)
- Chinese (Basic)

EDUCATION

- 2016 - 2021**
SUTD- SINGAPORE
Doctor of Philosophy
- 2012 - 2013**
NTU- SINGAPORE
Master of Science- Biomedical Engineering
- 2007 - 2011**
SRM UNIVERSITY- INDIA
Bachelor of Science- Biomedical Engineering

SUJITHRA RAVISELVAM

PhD-Designing with Extreme-User Experiences

PERSONAL PROFILE

People and their interactions with products, services, and systems intrigue me. This motivated me to focus on embracing extreme-user perspectives for design innovation and creativity. Extreme-users are users who are at the extreme end of the population distribution spectrum and are seldom included in a mainstream design process. My research specifically looked into the elderly and people with physical challenges. I'm currently working on extending the application areas of the Data-Enabled Design(DED). DED enabled me to see data as creative material and a tool to communicate with people. Moving forward, I would like to bring this collective knowledge and contribute towards design innovations that encapsulate the essence of people and play my part in making this world a better place.

PROFESSIONAL EXPERIENCE

- POSTDOCTORAL RESEARCHER | 07/2022 - NOW**
TU/e- Eindhoven, Netherlands
 - Working on expanding the application areas of Data-Enabled Design approach.
 - Identifying and answering research questions that contribute to improving the robustness of the approach.
 - Collaborating with PhD students who contribute to different aspects of Data-Enabled Design.
- RESEARCH FELLOW | 10/2021 - 06/2022**
Design InnovationTeam- DesignZ, SUTD- Singapore
 - Facilitated Design Innovation workshops and engaged with external partners to embed, catalyse, and grow design in their organizations.
- GRADUATE RESEARCHER | 09/2016 - 09/2021**
Graduate Researcher, SUTD-MIT International Design Centre- Singapore
 - Worked with the Design Innovation (DI) team to understand Critical and Creative Thinking in the Singapore General Education system and formulated recommendations to nurture them effectively.
 - Facilitated Design Innovation workshops that address the design opportunities within different Government and private organizations in Singapore.

ACHIEVEMENTS

- Recipient of SUTD's prestigious President's Graduate Fellowship for PhD: Sept 2016- Sept 2021
- Journal of Mechanical Design Editors' Choice Award: ASME 2020
- Teaching Assistant Excellence Award: SUTD EPD 2019
- Best Paper Award: ASME IDETC 2019
- Student Delegate representing Singapore and SUTD at USLS2018
- Best Poster Award: ICDC 2016
- Finalist: Red Dot Design Awards 2015
- Performance-Based Scholarship: Feb 2010

INTERESTS

- Art (sketching, piano)
- Music (piano)
- Dance (Lindy hop)
- Languages
- Books
- Sculpting
- Badminton

PROFESSIONAL EXPERIENCE

VISITING SCHOLAR | 08/2019 - 01/2020

Ideation Lab, MIT- Boston, USA

- Studied the role of extreme-user experiences in medical device design and their role in reducing cognitive load.
- Co-instructed labs for 2.00 Introduction to Design Module.
- Lead an IAP (Independent Activities Period) titled User-Centred Design Workshop: Extreme-users and Rapid Ideation.
- Helped judge the projects at MakeMIT2020, a world premier hardware hackathon.

RESEARCH ENGINEER | 08/2015 - 08/2016

SUTD-MIT International Design Centre- Singapore

- Worked as a Design Innovation team and executed empathic design studies that captured the latent user needs necessary to redesign a series of medical centres in Singapore.
- Led an experiential learning simulation project as a Principal Investigator to analyse the effectiveness of a series of simulated scenario-based workshops on designer empathy and creativity. This included simulations on poverty, age, visual impairment, and hearing impairment.
- Worked with a multinational company to design and manufacture modular work kits that eased the workspace transformation of 326 employees. Worked as a three-member team and completed the project within a short span of 2 months by applying the Rapid Response Process for design innovation.

RESEARCH ASSISTANT | 12/2013 - 07/2015

SUTD - Singapore

- Applied a 'lead-user' approach to creating universal design solutions. The elderly users were involved as lead-users to design products used by the general population.
- Prepared a successful grant proposal for a project that aimed at error reduction in the work environment. This focused mainly on preventing interaction errors in medical instruments by catering for the design needs of end-users.