Aravindh Nagarajan

Senior UX Designer | Product Designer
Exp: 5+ years

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Education:

Indiana university – MS. HCI, 2024

National Institute of Design – M.Des, Digital Game Design, 2019

National Institute of Technology – B. TECH Computer science, 2015

Work Experience:

Indiana University, Research Assistant – Aug 2022 - Present

- **Interaction Designer -** Exploring Human Data Interaction (HDI) by working with over 1000+ data for the Data Lab under Prof. Francesco Cafaro, Ph.D.
- **AR Researcher –** A health-focused augmented reality (AR) serious game and simulation project for the 60+ age group, supervised by Associate Professor Joseph DeFazio, Ph.D.
- **Mentor –** Mentored and guided a high-performing group of 3 media arts and science students through a rigorous Product Production course, ensuring successful project completion and fostering their professional growth.

Samsung R&D, Senior UX Designer – India Jul 2019 – Jul 2022

- Developed a user-centric design process for creating intuitive UI systems and AI levels, resulting in a 40% reduction in user errors and a 20% increase in user satisfaction across AR Glass, VR headsets, and Controllers.
- Led user research, usability testing, and design sprint workshops to gather insights about user behavior and emotions.
- Contributed to the development of Mobile and XR devices such as Samsung Note 20 and AR Glass.

Walmart Labs, Product Design Intern - India, Nov 2018 – Mar 2019

- Led 6 months of ideation and improvement of products through a user-centered design process.
- Crafted IOS-based end-to-end product prototype with 4 new features using Unity 3D and XCode.
- Presented the final prototype globally within the organization and provided design recommendations to senior leadership.

ThunderPod, UX Consultant - India, May 2018 – Nov 2019

- Utilized design thinking methods to gather requirements and derive valuable insights.
- Conceptualized and created innovative experiences using game design techniques with Unity 3D.

Newslaundry, Front End Developer, - India, Nov 2015 – Jul 2016

- Led the Website redesign and launch of a web-based media portal for 5 million users, resulting in a 16.2% conversion rate and 3.8% adoption rate.

Patents: Samsung

- Multi-modal interaction (MMI) based promotion of Natural User Interface to the user.
- A method for enhanced interaction with a voice assistant using user accessory data.

Skills:

Product Design • Interaction Design • Mixed Reality (AR/VR/XR) • Prototyping • Game Design • Interactive Experience • Research • Usability Testing • wireframe flows • Semi-structured interview • Survey • Journey mapping • Story Boar • Data analysis • Task analysis & persona hypothesis • A/B Testing & Experiment • Cognitive walkthrough

Tools:

Figma • Sketch • Adobe Creative suite • Bezel(3D) • Unity, Maya • Unreal Engine • After Effects • Adobe Photoshop • Illustrator • 3dsMax • Substance Painter

• C# • HTML • Js •GitHub.