ARAVINDH NAGARAJAN

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PROFESSIONAL EXPERIENCE

Data Lab at IU   **Indianapolis, IN, USA**
Interaction Designer   *August 2022 – Present*

- **Led the Interaction Design team for 2 years,** staying up-to-date while facilitating workshops, documenting, sharing insights, and implementing interactions for a museum-based data visualization project.
- AR Researcher - partnered closely & supported multiple projects with professors for **their research work in the XR domain** for design reviews, rapid Prototyping, and implementation.
- Leadership - I **mentored a high-performing group of 3 students,** ensuring successful project completion and nurturing my people management skills.
- Successfully collaborated with over 1000 datasets from the Data Lab, resulting in **a significant 57% increase in user engagement.**

Samsung R&D   **Bengaluru, KA, India**
Senior UX Designer   *July 2019 - July 2022*

- Defined strategies and concepts to personalize the wearable **experience using multimodal interaction and AI,** collaborating with PMs, Engineers, and Researchers.
- Learned and developed **3D asset creation** pipeline skills and delivered final APKs for Samsung AR Emoji outfits for **500 million users**
- Proposed and developed 1 of the 10 **Conversational AI scenarios for Samsung Note20** devices through active communication with stakeholders
- Spearheaded the creation of **Pixel perfect UI Guides and flows for an application in Samsung AR Zone,** Prioritizing business and user goals and ensuring trustworthy product experiences.
- Achieved **a 40% decrease in user errors and a 20% increase in user satisfaction** across multiple platforms like AR Glass, VR headsets, and Controllers by implementing a user-centric design process, based on best practices.
- Conducted **Mixed-method research with 100+ users** to understand their behavior and interaction with technology

Walmart Labs   **Bengaluru, KA, India**
Product Design Intern   *November 2018 - March 2019*

- **Led 6 months of research and ideation** to improve users' shopping experience at Walmart, employing a service design approach and focusing on regulatory requirements.
- Crafted a tablet-based end-to-end industry-standard product prototype, staging 4 new creative solutions using Unity 3D and Figma.
- **Collaborated closely with Cross-functional team members,** developers, and UX Director globally for design planning, rapid testing, and implementation

ThunderPod   **Mumbai, MH, India**
UX Consultant   *May 2018 - November 2018*

- Utilized **design thinking methods** to gather requirements and derive valuable insights for an Activity-based Mobile Application
- Conceptualized and created innovative experiences using game design techniques with Unity 3D.

Newslaundry   **Delhi, DL, India**
Front End Developer   *November 2015 - July 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.**

Skills

Design Skills: Product Design, Prototyping, Storytelling, User-Centric Design, User Experience, User Interface Design, UX Research, Visual Design, 3D & Motion Design, Adobe Creative Cloud, Agile & Scrum, Data Visualization, Game Design, Gamification., Illustration, Interaction Design, Interactive Experience, Low- and high- fidelity,Mixed Reality (AR/VR/XR), Mobile App UI/UX

Research: Qualitative Interviews, Diary Studies, Contextual Inquiry, Card Sorting, Affinity Mapping, Customer journey, Competitive Analysis, Storyboarding, Sketching Usability, Agile Methodology, Testing and Analysis, User Research methodologies, Market Research.

Tools: 3ds Max,Adobe Creative Suite, After Effects, Balsami, Bezi (3D), Figma, Illustrator, Invision, Jira, Maya, Microsoft Office, Photoshop, Sketch, Substance Painter, Unity3D, Unreal Engine 4, WordPress

Programming Languages/Frameworks: HTML, CSS, JavaScript, C#, Visual Scripting

Patents

- **Multi-modal interaction (MMI)** based promotion of Natural User Interface to the user. - A1 US patent (PS Filed in India)
- A method for enhanced **interaction with a voice assistant** using user accessory data. - A1 US patent (PS Filed in India)

Education

Indiana University - Indianapolis   **August 2022 - April 2024**
Master's, Human-Computer Interaction   *GPA: 3.9*

National Institute of Design - India   **August 2016 - March 2019**
Master's, Digital Game Design   *GPA: 3.8*

National Institute of Technology - India   **May 2011 - May 2015**
Bachelor's, Computer Science & Engineering