Aravindh Nagarajan

SENIOR PRODUCT DESIGNER

Product Designer focused on strategizing AI-driven solutions to solve user problems and enhance experiences.

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San Francisco, US

WORK EXPERIENCE

UX Lead / SubVRsive
SEP 2024 PRESENT / Contract, remote

Led UX/UI design strategies and execution for brands such as **Marvel, Star Wars, and Coca-Cola** driving social campaigns with **1.95 billion global impressions.**

As UX Lead , Overseeing **the entire design process from concept to launch,** ensuring brand alignment and seamless user experiences.

Collaborated cross-functionally on user research, workflow optimization, and usability testing, driving improved performance metrics and user satisfaction.

Sr Interaction Designer / Data Lab at IU
AUG 2022 - Present / Part-time , Indianapolis, US

Leading the Interaction Design team by facilitating workshops, documenting insights, sharing findings, and designing interactions for a **social empathy game and data visualization installation.**

AR Researcher – Collaborating closely with professors to support **research in the XR domain** through design reviews, rapid prototyping, and implementation.

Senior UX Designer / Samsung R&D
JULY 2019 - JULY 2022 / Full-Time, Bengaluru, IN

Defined and executed strategies to personalize wearable (AR Glass) experiences through multimodal interaction and AI, resulting in a **20% increase in user engagement.**

Designed **Pixel-Perfect UI guidelines and user flows** for the Samsung AR Zone app, **optimizing the experience for 500M+ users**, increasing engagement and delivering AR Emoji features that aligned with business and user goals.

UX Designer / Walmart Labs
NOV 2018 - MAR 2019 / Intern, Bengaluru, IN

Led 6 months of **user research and ideation through quantitative and qualitative analysis, delivering an iOS prototype** that optimized user interactions and ensured regulatory compliance.

Developed four innovative solutions using **Unity 3D and Figma,** leading to the global implementation of one key feature.

UX Front End Developer / Newslaundry
NOV 2015 - JUL 2016 / Full-Time, Delhi, IN

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

Web and Mobile UX Design
Mixed Reality (AR/VR/XR),
Interactive Experience Design
Prototyping, wire-framing
Low to High-fidelity Design
Illustration
Motion Graphics
Game Design
3D Modelling, VFX
Qualitative Interviews, Diary
Studies, Contextual Inquiry,
Card Sorting, Affinity Mapping,
Customer journey,
Competitive Analysis, User
Flows, Storyboarding,
Sketching Usability, Agile
Methodology, Testing and
Analysis, User
Research methodologies,
Market Research.

TOOLS

Figma, Sketch, Miro, Framer,
Unity3D, Unreal Engine 4,
Maya, 3ds Max, Substance
Painter, Bezi (3D), Balsamiq,
Jira, Confluence.

HTML, CSS, JavaScript, C#,
Visual Scripting

EDUCATION

2024 | Masters
HCI | Psychology
INDIANA UNIVERSITY - INDIANAPOLIS

2019 | Masters
Game Design
NATIONAL INSTITUTE OF DESIGN

2015| Bachelors
Computer Science & Engg
NATIONAL INSTITUTE OF TECHNOLOGY