Aravindh Nagarajan
Senior Product Designer

Senior Product & Interaction Designer with **8 years** shaping AI, XR/AR/VR, and system-level UX for platforms used by 1B+ users at **Google, Samsung & Walmart**—expert in design systems, **multimodal Interaction, and accessibility.**

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San Francisco, California

Experience

Google
Mar 2025 - Present
San Francisco, CA

Interaction Designer, Android XR Platform (via PRPL)

Designed core UX patterns for Android XR, building scalable multimodal frameworks aligned with Google's system-level design standards across Android's **3B+** device footprint.

Shaped **system-level design frameworks** and motion patterns aligned with Material Design and **XR accessibility** standards.

SubVRsive
Sep 2024 - Dec 2024
Remote, US

UX Lead

Lead UX and UI strategy for immersive brand campaigns with Marvel, Star Wars, and Coca-Cola, achieving **1.95B** global impressions

Owned end-to-end product design from wireframes to prototypes, ensuring brand alignment and usability across XR and mobile platforms.

Indiana University
Aug 2022 - Mar 2025
Indianapolis, IN

Senior Interaction Designer, Data Lab

Led the design of a VR empathy game and interactive **data visualizations** through user research, workshop facilitation, and iterative prototyping.

Contributed to **AR/XR academic research**, working with faculty to build and evaluate mixed-reality prototypes using Unity3D and C#.

Samsung R&D
Jul 2019 - Jul 2022,
Bengaluru, India

Senior UX Designer, XR Team

Designed multimodal interaction systems and adaptive UI for Samsung AR Glass and wearables, resulting in **20%+** increase in user engagement.

Created system-level UI guidelines and pixel-perfect design documentation for AR Zone app used by **500M+** users globally.

Conducted usability testing and led UX research to validate Multi-modal & **AI-enhanced** input experiences

Walmart Labs
Nov 2018 - Mar 2019,
Bengaluru, India

UX Designer

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.

Delivered prototypes and final design assets for **4 innovative product** features, with **1 adopted** across Walmart's global ecosystem.

Newslaundry
Nov 2015 - Mar 2016,
Delhi, India

Front-End UX Developer

Led redesign and development of a responsive media portal for **5M+** users, increasing user engagement and conversion by **16%.**

Implemented UI components using HTML, CSS, and JavaScript, collaborating with editorial and product teams for agile delivery.

Education

M.S. in Human-Computer Interaction (HCI), Indiana University – Indianapolis
Aug 2022 - May 2024

M.Des. in Digital Game Design
National Institute of Design, India
Jun 2016 - May 2018

B.Tech in Computer Science & Engineering
National Institute of Technology, India
July 2011 - Apr 2015

Skills

Design and UX Strategy
User Experience Design | User Interface Design | Interaction Design (2D/3D, Spatial, Multimodal) | Product Thinking | Design Documentation | AR VR Prototyping | Accessibility | Mobile & Web UX | Design Ops | Stakeholder Management

Research and Analysis
Generative Research | Evaluative Research | Mixed-Method Approach | User Interviews | Survey | Design Workshops | Product Research | Competitive Analysis | Product Strategy | Usability Testing | Heuristic Evaluation | Perceptual Study | A/B Testing | Statistical Analysis | Product Metrics Analysis

Programming
Front-End Development | HTML | CSS | Javascript | Vibe coding | C#

Tools

Prototyping
Figma | Framer Motion | Sketch | Adobe Creative Suite | Unity3D | Motion Design | 3D Modeling | VFX

Platforms
Jira | Confluence | Zeplin | Bezi (3D) Balsamiq | ARCore | ARKit | WebXR | Meta Quest SDK | Notion | Slack | Google Workspace