

ARAVINDH NAGARAJAN

Senior Product Designer

Email: aravindnitt@gmail.com | Phone: +1 (561) 679-7033 | LinkedIn: linkedin.com/in/aravindmaya | Portfolio: www.aravindmaya.com |

Location: San Francisco, California

PROFESSIONAL SUMMARY

Senior Product Designer with 8+ years of experience designing AI-powered products, LLM interfaces, AI agent experiences, XR/AR/VR interfaces, and system-level user experiences for platforms serving 1B+ users at Google, Samsung, and Walmart. Expert in user experience design, user interface design, design systems, design thinking, product design, interaction design, multimodal interfaces, and accessibility. Specialized in creating scalable design frameworks, conducting user research, usability testing, prototyping with modern AI tools (Cursor, v0, Figma Make), wireframing, and delivering end-to-end product design from concept to shipped product.

WORK EXPERIENCE

Interaction Designer, Android XR Platform

Google | March 2024 - Present | San Francisco, CA

- Designed and delivered core UX patterns and interaction design for Android XR platform with integrated AI/LLM capabilities, building scalable multimodal design frameworks aligned with Google Material Design standards across Android's 3B+ device footprint
- Created comprehensive system-level design frameworks, design systems, and UI guidelines for 3B+ Android devices with AI-enhanced interfaces, ensuring consistency and scalability
- Designed AI agent interaction patterns and human-AI collaboration experiences for XR platforms, shaping motion design patterns, micro-interactions, and animation systems aligned with Material Design principles and accessibility standards
- Led accessibility-focused user research initiatives with 50+ participants across diverse user groups, identifying 15+ critical usability issues that informed XR interaction patterns and reduced task completion time by 30%

UX Lead

SubVRsive | September 2024 - December 2024 | Remote, US

- Led UX design, UI design, and product design strategy for immersive brand campaigns with Marvel, Star Wars, and Coca-Cola, achieving 1.95B global impressions and measurable engagement improvements
- Owned end-to-end product design process from user research, wireframes, user flows, information architecture, prototypes, to final design deliverables, ensuring brand alignment and usability across XR and mobile platforms
- Executed rapid iterative design workshops with 3 Fortune 500 brands, synthesizing insights from 25+ user interviews and A/B testing that increased campaign engagement rates by 40% and reduced user drop-off by 25%

Senior Interaction Designer

Indiana University | August 2022 - February 2024 | Indianapolis, IN

- Led product design and interaction design of a VR empathy game and interactive data visualizations through comprehensive user research, design thinking workshops, and iterative prototyping
- Designed and executed mixed-method research studies (surveys, interviews, behavioral analysis) with 100+ participants, uncovering key insights that improved VR game completion rates by 35% and informed 2 published research papers in AR/XR academic research

Senior UX Designer

Samsung R&D | July 2019 - July 2022 | Bengaluru, India

- Designed and delivered multimodal interaction design systems with AI/LLM integration, adaptive UI, and user interface design for Samsung AR Glass and wearables, resulting in 20%+ increase in user engagement and improved user satisfaction metrics
- Created comprehensive system-level UI guidelines, design systems, design documentation, and pixel-perfect visual design specifications for AR Zone app with AI-enhanced features used by 500M+ users globally
- Established UX research program conducting 80+ user interviews and 12 usability studies across 5 countries, validating multimodal AI interfaces and LLM-powered interactions that reduced interaction errors by 45% and increased user

satisfaction scores from 3.2 to 4.6/5

UX Designer

Walmart Labs | November 2018 - March 2019 | Bengaluru, India

- Led 6 months of comprehensive user research, design thinking, and ideation through quantitative and qualitative analysis, delivering an iOS prototype that optimized user interactions, improved user experience, and ensured regulatory compliance
- Performed competitive analysis and usability testing with 40+ participants, identifying key pain points that informed iOS prototype design and accelerated feature approval by 2 weeks, leading to global rollout of 1 feature across Walmart's ecosystem impacting millions of users

EDUCATION

M.S. in Human-Computer Interaction (HCI) | Indiana University - Indianapolis | August 2022 - May 2024

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

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

SKILLS

Product Design & UX: Product Design, UX Design, User Experience Design, User Interface Design, UI/UX Design, Interaction Design, Design Thinking, Design Strategy, Product Strategy, Design Systems, Information Architecture, User Flows, Wireframing, Prototyping, Visual Design, Motion Design, Micro-interactions, DesignOps, Accessibility, Mobile UX, Web UX, iOS Design, Android Design, Material Design

AR/VR/XR & Interfaces: AR/VR/XR Design, Spatial Computing, Multimodal Interfaces, Adaptive UI, System-Level Design, Design Frameworks, Interaction Design (2D/3D, Spatial, Multimodal), Human-Computer Interaction, HCI

Research & Testing: User Research, UX Research, Generative Research, Evaluative Research, User Interviews, User Testing, Usability Testing, Usability Studies, Design Validation, Mixed-Method Research, Survey Design, Design Workshops, Competitive Analysis, Heuristic Evaluation, A/B Testing, Statistical Analysis, Product Metrics Analysis, Data-Driven Design

Tools & Technical: Figma, Cursor, v0, Figma Make, Vibe Coding, Sketch, Adobe Creative Suite, Framer, Unity3D, HTML, CSS, JavaScript, React, C#, ARCore, ARKit, WebXR, Meta Quest SDK, Jira, Confluence, Agile, Scrum

KEY ACHIEVEMENTS

- Designed and delivered UX patterns, interaction design, and design systems for Android XR platform used by 3B+ devices at Google
- Led product design and UX strategy for immersive campaigns reaching 1.95B global impressions with measurable engagement improvements
- Increased user engagement 20%+ through improved interaction design on Samsung AR Glass systems; created design guidelines for AR Zone app with 500M+ global users
- Established UX research program across 5 countries, reducing interaction errors by 45% and increasing user satisfaction scores from 3.2 to 4.6/5
- Contributed to published academic research in AR/XR and delivered end-to-end product design solutions scaling globally across major platforms (Google, Samsung, Walmart)