

# Prasanna Kumar Pandiane

Product Designer based in Bloomington, IN

[www.prasannakumaar.com](http://www.prasannakumaar.com)

+1 (689) 247-9057

[ppandian@iu.edu](mailto:ppandian@iu.edu)

[www.linkedin.com/in/prasanna02/](http://www.linkedin.com/in/prasanna02/)

## EXPERIENCE

### Sr. Product Designer, XR Labs

Jan 2021 - Mar 2022 | India

Led end to end design and shipped products for high profile clients like Intel, Capgemini, Infiniti, Bajaj, Yokohama, Hyundai.

Created XR prototypes, high-fidelity mock-ups, and functional XR experiences to effectively communicate design concepts to stakeholders.

Conducted user testing and iterated on designs based on feedback, with a focus on enhancing the VR interaction patterns and overall user experience.

Collaborated with cross-functional teams to ensure design concepts meet business and user requirements.

Established studio's VR design system to ensure designs were effectively implemented resulting in a 35% reduction in development time.

Mentored junior designers, contributing to their professional growth and development.

Key Projects:

**Intel Virtual Demo Zone, Immersive business platform**

**Virtual Training Platform - Capgemini, Yokohama, Hyundai**

**Pixel & Mortar - Design E-commerce platform**

### UX Designer, Eduzo

Oct 2020 - Dec 2021 | India

Redefined the information architecture, navigation system and design language for Eduzo edu-tech suite resulting in a 50% increase in user engagement.

Conducted user research and design sprints to validate product concepts and iterated features, with a focus on improving the learnability of company's flagship product.

### Co-founder & Designer, Design Itself

Nov 2019 - Present | India

Drove creative strategy, pitched to clients, designed & managed 25+ successful projects ranging from UX/UI design, UX research, branding, graphic design. Work ranged from successful lead generation through early ideation pitch to design development, full production ready design files.

## EDUCATION

### Masters, Human-Computer Interaction Design

Expected May 2024

Indiana University Bloomington, USA

Cumulative GPA: 3.9 /4.0

### Bachelor in Architecture & Design

Aug 2013 - May 2018 | India

Anna University, India

Cumulative GPA: 8 /10

## AWARDS & RECOGNITION

Designed and launched several XR experiences that received industry recognition, including

### Best Design, Metaverse Suite

For XR Labs at MG Motors

Dev. Program Grant Season, 2022

### Design Excellence Award

For XR Labs at iDex Defence Challenge, 2021

## SKILLS

**Design:** User Research, Storyboarding, Affinity Mapping, Strategy & Vision, Concept Development, Wireframing, Information Design, Visual Design, Interaction Design, 3D Modelling, XR Design, Rapid Prototyping, Branding, Team leadership, Collaboration, Documentation, Social selling, Business Acumen, Client Management, Communication, Presentation.

**Tools:** Figma, Sketch, Adobe Creative Suite (AE, PP, AI, PS, ID, Dimension, Aero), Protopie, Miro, MS Office Suite, HTML & CSS, Webflow, EditorX, Blender, Unity (Basics), 8th Wall, Sketchup, 3DS Max, Rhino 3D, AutoCAD.