



Simran Jagnik

Creative Technologist

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Experience

Game Developer

[Inclusion](#)

Jul 23 - Present

- Led meetings with stakeholders to identify optimal digital solutions and establish B2B product scope and brand marketing objectives. Created high-fidelity mockups to develop a fully responsive website, **reducing the deployment time by 4 weeks.**
- Streamlined the end-to-end design and prototyping process of an immersive 3D game for inclusive leadership training. Translated equine therapy and user research into engaging game concepts and delivered cohesive feature documentation.
- Integrated third-party APIs into the back-end database using Unity 3D to incorporate features like AI assistants, leaderboards, and UI enhancements, leading to **a 25% reduction in build times.**

UX Game Designer

[The Verse](#)

Jan 23 - May 23

- Collaborated with an 8-member cross-functional including Product Managers, Developers, and Marketing leads translating prosocial interactions into engaging level design mechanics, incorporating exploration, empathy, meditation, and sentiment tracking.
- Assisted the Product manager in user testing sessions to identify pain points. Iterated on interactive prototypes used to enhance narrative and storytelling impacts **improving product usability by 25%.**
- Designed intuitive user interfaces to streamline navigation systems making in **menu traversal 1.5x faster.**

VR Designer

[Soho Gallery](#)

Mar 23 - Jun 23

- Spearheaded the technical design and development of a VR exhibition at a Soho Gallery for NYCxD design week, **attracting over 500 users** which helped gather valuable feedback to refine future iterations.
- Leveraged Oculus SDK and C# programming to create a modular and optimized VR codebase, **reducing loading times by 40%** and enhancing overall user experience.
- Designed 6 levels in Unity implementing innovative visual specifications like 3D environment, motion, interactions, and UI. Remodeled 3D assets to improve their VR compatibility, resulting in faster performance and **30% memory reduction.**

UX/UI Designer

[Pentagons.in](#)

Mar 2021 - Jul 21

- Created branding materials and user-centered Figma mockups through market research and competitive analysis for AdTech clients, aligning with industry trends, leading to increased client satisfaction with a **40% repeat business rate.**
- Collaborated with front-end developers to transform wireframes into responsive designs that adhere to WCAG standards. Facilitated website QA testing to identify and resolve accessibility issues, **reducing the deployment time by 4 weeks.**

Education

MFA, Design Technology 2023

Parsons School of Design, The New School, New York

Courses: XR for Real World, New Arcade, Making Wireless Toys, Critical Computation

Teaching Assistant - Immersive Storytelling in XR for Maya Georgieva.

BTech, Computer Science 2021

National Institute of Technology, Kurukshetra, India

Courses: Web Design, Machine Learning, Computer Vision, Software Development

Lifecycle, Digital System Design

Skills

UX Research

Usability Testing

User Journey

Wireframing

Prototyping

Interaction Design

Experience Design

Advertising Strategy

Figma

Adobe Creative Suite

Cinema 4D

Blender

Maya

Unity

Unreal Engine

Touch Designer

C++ / C#

HTML / CSS

ThreeJS

React

Node.js

JavaScript

Typescript

Python

Exhibitions

[Quantum Poetics](#)

Won Most Creative Use of Quantum Technology in Quantum Jam hosted by IBM, exhibited in Microscopic Gallery, Chelsea.

[XR Brain Jam'23](#)

Games for Change Interactive Exhibition - VR sandbox game tackling future literacy, as an essential aspect of next-gen education.

[Inertia at Work](#)

MFA 2023 Thesis - Explored character creation in Unreal Metahuman and iClone Character Creator.

[Bird Watchers](#)

Bird Watching Arcade game using Arduino Camera controller, exhibited in Wonderville, Brooklyn.

[MIT Reality Hack'23](#)

FrameSpace is an AR experience that lets you explore alternate realities using portals imagined by a stable diffusion API.