Simran Jagnik
Product Designer

✉ jagniksimran@gmail.com
in /simranjagnik
🌐 simranjagnik.com

Experience

Product Designer
Incluesion
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/UI 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 using repreneurial to enhance narrative and storytelling impacts improving product usability by 25%.
- Designed intuitive user interfaces to streamline navigation systems resulting in 1.5x faster menu traversal time.

VR Designer
🔗 Soho Gallery
Mar 23 - Jun 23

- Spearheaded the technical design and development of a VR exhibition at a Soho Gallery for NYCxDesign week, attracting over 500 users which helped gather valuable feedback to refine and inform 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: Design for Usability, Storytelling with Data, Design for the Century, Typography

BTech, Computer Science 2021

National Institute of Technology, Kurukshetra, India

Courses: Web Design, Image Processing, Agile Methodology, Digital System Design

Skills

UX Research	Figma	C++ / C#
Usability Testing	Adobe Creative Suite	HTML / CSS
User Journey	Cinema 4D	ThreeJS
Wireframing	Blender	React
Prototyping	Maya	Node.js
Interaction Design	Unity	JavaScript
Experience Design	Unreal Engine	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.