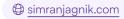


Simran Jagnik

Product Designer



in /simranjagnik



Experience

Product Designer Incluesion

Jul 23 - Present

UX/UI Designer

Jan 23 - May 23

VR Designer Soho Gallery

Mar 23 - Jun 23

UX/UI Designer @Pentagons.in

Mar 2021 - Jul 21

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.
- 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
- Designed intuitive user interfaces to streamline navigation systems resulting in 1.5x faster menu traversal time.
- 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
- 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.
- 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

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

Exhibitions

O Quantum Poetics

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

Ø XR Brain Jam'23

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

 ${\mathscr O}$ Inertia at Work ® Bird Watchers

MFA 2023 Thesis - Explored character creation in Unreal Metahuman and iClone Character Creator. Bird Watching Arcade game using Arduino Camera controller, exhibited in Wonderville, Brooklyn.

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

Ø MIT Reality Hack'23