

# Narayan Ashanahalli



Designer

## PROFESSIONAL SUMMARY

Product designer with architecture background bringing systems thinking to building products and interactions. Skilled in visual design, research, and iterative design with 2+ years experience building products, developing strategies, and leading small teams through prototyping and iteration.

## WORK EXPERIENCE

### Lab for Cybernetics

Aug 2024 — current

#### Design Researcher

- Lead research assistant building internal product infrastructure for newly established cybernetics lab: manage RA team, coordinate lab needs, and own end-to-end design and development of knowledge systems and matching tools from inception.
- Designed and launched practitioner-student matching platform: created intake flows and search interface, conducted user testing with 25 early adopters, currently leading platform redesign based on feedback and usability constraints.
- Built knowledge management system converting 200+ nodes of cybernetics literature into structured repository with obsidian metadata architecture enabling concept navigation and search

### Studio Chintala

Aug 2023 — July 2024

#### Project Designer

- Led design strategy for Amara Raja's ~7.5M sqft manufacturing campus: conducted on-site employee research, developed spatial analysis methodology, designed comprehensive interventions for way-finding, workplace experience, and green infrastructure addressing first-time rural workforce needs.
- Delivered strategic campus transformation study: researched industrial urbanism trends, analyzed existing conditions across five spatial systems, proposed phased implementation plan with cost-tiered solutions balancing employee well-being and operational constraints.
- Designed and delivered environmental graphics for Shell Corporation: created 8'x8' layered human-scale map installation and 400+ sqft of laser-cut acrylic and vinyl installations across 6 employee breakrooms.
- Initial design and drawings for a 60,000 SQFT office interior renovation
- Managed the design, production, and manufacturing of product development for the firm's product line, Be.Liv.

### Nelson Worldwide

Dec 2023 — July 2024

#### Visual Designer

- Contributed to revamped presentation system and stakeholder portfolio templates for business development across multiple industry verticals. (*Nelson Worldwide, sister firm to Studio Chintala*)

### M9 Design Studio

Aug 2022 — Jan 2023

#### Architecture Intern

- Collaborated on the design and execution of environmental graphics and art installations for an award-winning memorial project,
- Contributions of visual narrative featured in the "Emergent Practices in South Asia" publication by Harvard GSD.

### Uniworks Design

Aug 2020 — Jan 2021

#### Machine Learning Intern

- Contributed to ArP-Gen, a machine learning project automating architectural floor plan generation

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## EDUCATION

### Carnegie Mellon University

Masters in Advanced Architecture Design

2024 — Present

### Jawaharlal Nehru Architecture & Fine Arts University

Bachelor in Architecture

2018 — 2023

## SELECTED PROJECTS

### Dot Threads | Browser Extension

- Designed and shipped browser extension exploring spatial approaches to knowledge management. Built right-click workflow and graph-based canvas for organizing web links by context and relationships. Enables users to create visual knowledge networks as alternative to hierarchical bookmark folders. Currently live on Chrome Web Store with active users.

### Piko | Context-Aware Wearable Assistant

- Developed a shoulder-mounted wearable system that detects phone usage through a Raspberry Pi camera and delivers behavior-based audio feedback. Explored how subtle gestures, posture cues, and environment-aware sensors can drive effective computing. Designed interaction model where physical intervention replaces traditional screen-based notifications for behavior change.

### In Search of Third Place - | Undergraduate Thesis

- Conducted user research with 200+ IT park workers using QR-based surveys to identify leisure space needs, analyzing 800+ data points across categories including greenery, affordability, and accessibility. Translated quantitative findings into design principles for modularity, social engagement, and work-life integration. Designed spatial interventions based on findings to address demand for third places.

## SKILLS

### Design

UX Research  
Product Strategy  
Interaction Design  
Information Architecture  
Prototyping  
Wire-framing  
Visual Design  
Systems Thinking  
Data Visualization  
Survey Design

### Tools

Figma  
Illustrator  
InDesign  
Photoshop  
Premiere Pro  
Framer  
Sketch  
Rhino  
HTML  
CSS  
JavaScript  
Python  
GitHub  
Grasshopper