

# 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

✉ nashanah@andrew.cmu.edu

📞 +1-412-626-2332

LinkedIn [/in/narayan-ashanahalli/](https://in/narayan-ashanahalli/)

🌐 <https://www.narayan.works/>

📍 Pittsburgh, PA

## EDUCATION

### Carnegie Mellon University

2024 — Present

Masters in Advanced Architecture Design

### Jawaharlal Nehru Architecture & Fine Arts University

2018 — 2023

Bachelor in Architecture

## 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