

# Prineeth Ramachandra

## interaction designer

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### work

#### digital somethings / design consultant

NOV 2024 - PRESENT, MUMBAI

**leading** the industrial and interaction design for a startup working on innovative sleep solutions

#### freecharge by axis bank / interaction design

JULY 2023 - DECEMBER 2024, BENGALURU

**led** the design of sonic branding for mobile banking app, creating a cohesive sound design system across 7+ user touchpoints

**designed** a game for financial literacy, testing with 500+ users in progress

**collaborated** with engineers, product managers, and marketing teams to align digital branding strategy and advocate for design

#### mastree / curriculum design

AUGUST 2020 - JANUARY 2021, REMOTE

**redesigned** learning experience for grades 3-8 after conducting contextual inquiry with 25+ students and 10 teachers

**implemented** multivariant testing on game mechanics, resulting in 3 iterations that progressively improved learning outcomes

#### openhouse learning / product development

APRIL 2020 - JUNE 2020, REMOTE

**developed** and **tested** a pictonary-based learning tool that increased content retention by 32% among 212 students

#### teach for india / fellow

JUNE 2018 - MAY 2020, AHMEDABAD

**taught** english, social science, science, and mathematics to 28 students across the 6th, 7th and 8th grades

**created** 'shor-sharab-a' for 17 fellows which concentrated on building a more friendly classroom presence using theatre

**created** 'the open art collective' for more than 50 students as a platform to promote artistic expression

#### kaarmic education / camp lead

APRIL 2019 - MAY 2019, HYDERABAD

**designed** learning material which reached more than 2000 camp attendees

#### ather energy / product intern

JANUARY 2018 - JUNE 2018, BENGALURU

**developed** service processes using machine learning algorithms to transform scooter error codes into specific service tasks

**streamlined** the diagnostics workflow by creating interfaces for technicians

#### siemens tech / industrial automation intern

AUGUST 2016 - JULY 2017, BENGALURU

**designed** and **developed** a human-machine interface using SIMATIC for a bottling plant in hungary

### education

#### NID Gandhinagar / MDes, Toy and Game Design

AUG 2021 - JUL 2025 (exp.), GUJARAT

#### School of The Arts / Exchange Program, Games and Interaction

AUG 2022 - FEB 2023, UTRECHT

#### RVCE / B.E, Electrical Engg.

AUG 2014 - JUL 2018, BENGALURU

### skills

**design:** more-than-human-centric ◦ information architecture ◦ design systems ◦ multimodal experience ◦ motion design ◦ play experience ◦ audits ◦ designing for learning ◦ inclusivity and accessibility

**research:** data analysis and visualization ◦ usability testing ◦ journey mapping ◦ ethnographic studies ◦ systems thinking and mapping ◦ playful participatory methods ◦ competitor analysis

**prototyping:** wireframes and mockups ◦ rapid prototyping (physical and digital) ◦ micro-interactions ◦ multivariant testing and implementation

### tools

pen and paper

**visuals** - adobe cc (ai, pr, ae), figma

**3d** - blender, touchdesigner

**sound** - ableton, audition, max msp

**software** - p5.js, c#, python, html, css, js

**games** - unity

**physical** - arduino, raspi, 3d printing

### recognition

#### rsd symposium, 2023

**featured work** - truth by design

#### participatory design conference, 2022

**featured work** - multifunctional spaces and individual + community well-being

#### rterc winter school, iim ahmedabad, 2019

**top research practicum** - a study into the prediction of academic performance using social cognitive determiners