

HARI

Visual/Experience Designer

Visual & Experience Designer with a background in 3D and immersive media, focused on creating intuitive, user-centered digital experiences. Passionate about visual storytelling, both in design and through photography and videography.

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UX analysis and Content curation

[Jan '25 - March '25]

Grido

- Designed and launched a card-based content platform using Grido's AI-powered architecture, simplifying complex data into browsable visual grids.
- Curated and structured historical automotive content into accessible, thematic card formats with visual consistency.
- Conducted UX analysis as the first external user, identifying usability issues and contributing to early-stage product enhancements.
- Reported bugs and workflow gaps, influencing feature updates during beta development.
- Collaborated with Grido's product and design teams to refine UX and support product-market fit.

Creative Director (Freelance)

[Dec '23 - Feb '24]

Wesualize Studios

- Led creative direction, overseeing concept development and execution of high-impact VFX advertising campaigns.
- Developed storyboards integrating 3D elements and animation into live-action footage to enhance visual storytelling.
- Directed cross-functional teams of cinematographers and VFX artists, ensuring cohesive execution of creative vision.

Design Intern

[June '22 - Aug '22]

TCS

- Ideated user flows and transitions across diverse virtual environments.
- Conducted research on user-environment interaction within the metaverse.
- Created 3D environment and asset concepts using reference sketches and research insights.
- Delivered a final presentation highlighting design contributions using a vibrant, user-centric visual style.

Visual Designer

[Dec '20 - Jan '22]

YoZu

- Designed 3D models and developed a production pipeline in collaboration with the technical team, including model integration into Unity.
- Defined a framework for quality assessment, delivery timelines, and asset management for 3D content.
- Managed a team of 5 junior artists, ensuring timely and high-quality output.
- Supported YoZu's mission as a voice-based AI assistant for students (grades 6-10) by creating interactive, educational 3D visuals.

3D Artist

[May '22 - June '22]

Numeronix

- Designed and optimized low-poly 3D models for characters and in-game assets, ensuring performance efficiency on Android devices.
- Refined and finalized assets created by other artists to meet game-ready standards.
- Maintained ongoing communication with the client, incorporating feedback to enhance visual quality and project outcomes.

Education

Bachelor of Design (B.Des), Communication Design
IIT Bombay, Mumbai, India – 2023

Focused on UX, visual design, and storytelling across digital and immersive media.

Master of Arts (MA), Creative Arts – Visual Communication
TU Dublin, Dublin, Ireland – 2025

Specialized in visual storytelling, design strategy, and communication across digital media.

Design & Technical Skills

UX/UI Design | Visual Communication | Wireframing & Prototyping
3D Modeling & Asset Design | Motion Graphics & Animation
Game Asset Optimization | Unity Integration | Design Systems
Information Architecture | Typography & Layout Design
Adobe Creative Suite | Davinci Resolve | Storyboarding
Photography & Videography | AR/VR Content Design

Soft Skills

Creative Problem-Solving, Cross-Functional Collaboration, Visual Storytelling, Adaptability in Fast-Paced Environments, Attention to Detail, Communication & Presentation Skills, Feedback-Driven Iteration, Team Leadership & Mentoring, Critical Thinking, User-Centered Mindset

Key Projects

Artbox

- Collaborated with a 4-person team to design an online platform empowering artisans to showcase, market, and sell their work, including tutorial content.
- Conducted user research, product analysis, field visits, and developed the business and logistics model.
- Created the visual identity and designed a complementary product kit with basic materials and step-by-step manuals for creating artworks.

Aujas

- Designed a healthcare system enabling patients to access and update their medical data anytime via a centralized database.
- Conducted user studies, primary and secondary research, and case analysis to inform design decisions.
- Developed a wayfinding solution for hospitals, along with a multi-user health card system and digital access portal.