

## EXPERIENCE

**Service / System Designer at Build for Bharat Fellowship**

2025 • MINISTRY OF HOME AFFAIRS PROJECT • FELLOWSHIP • C-DAC, TVM

Selected as 1 of 20 Public Technologists from 25,000+ applicants • Led systemic design changes for NG112 Emergency Response System of India • Partnered with data scientist, full-stack developer, & GIS analyst to reduce response times and improve on-ground information flow

**Art & Design Associate**

2022 - 2024 • Des.Bin in collaboration with Shri Murali Cheeroth

Collaboration with Artist Murali Cheeroth • Curated exhibitions aligning with stakeholder goals • Designed mock-ups, layouts, & prototypes for pvt and govt clients • Managed budgets, teams, & schedules to optimize user experience • Led spatial design for gallery renovations & temporary structures, refined through usability testing

**Design Intern at Anagram Architects**

2020 • NEW DELHI

Created architectural concepts & drawings aligned with user needs for projects • Built 3D models & storyboards for competitions • Designed & participated for Holcim Foundation Awards 2020 [sustainable design].

**Design Intern at Nudes Studio**

2019 • MUMBAI

Developed designs with parametric modelling • Setup modular play based library & experimental exhibition at the CSMVS Museum, Mumbai • Created advanced 3D models using Grasshopper scripts for design challenges • Designed & fabricated physical models with 3D techniques & unconventional materials

## EDUCATION

**Master's in Interaction Design | M.Des**

2026 • IDC • INDIAN INSTITUTE OF TECHNOLOGY, BOMBAY

**Bachelor's in Architecture | B.Arch**

2022 • AVANI INSTITUTE OF DESIGN • UNIVERSITY OF CALICUT

## ACHIEVEMENTS

**Winner Chair for the Biennale Pavilion Competition**

KOCHI MUZIRIS BIENNALE 2016

**CEED AIR 14**

ALL INDIA RANK [GEN] FOR CEED EXAM

## SKILLS &amp; TOOLS

**Core**

User Research • Contextual Inquiry • Heuristic Analysis • User Flow • Data Visualization • Information Architecture • UI/UX • Affinity Mapping • Journey Mapping & Service-Blueprint • Usability Testing • Interactive Prototyping • User Personas • Wireframing • Thematic Analysis • Interface design • Users Shadowing & Mapping • Field Research • AI-centred tools • Data & system thinking • Accessibility & Localisation • Design-to-Dev Collaboration • AI Literacy (RAG, Embeddings, Hallucination, Prompt-Engineering Basics) • Behavioural models

**Toolset**

Figma • Framer • Adobe Illustrator, Photoshop & InDesign • Miro • Notion • GitHub • Basic HTML/CSS snippets • Visual Code[with Co-Pilot] • Cursor AI • Canva • Vercel • Lovable

**Art & Design**

Rhinoceros • Grasshopper3D • Autodesk • Blender, etc

## KEY DESIGN PROJECTS

### Emergency Response Support System (ERSS) - NG112

C-DAC • MOHA PROJECT • FELLOWSHIP • 8 WEEKS • MAY - JUL '25

Mapped & designed system blueprints to identify friction points & implement AI interventions including Speech-to-Text & unstructured-to-structured data processing to enhance user experience

### National Highway Helpline - NHAI - 1033

GUIDED BY PROF. JAYESH PILLAI • JUL '25 - CURRENT

INDUSTRY PARTNER - HARSH NISAR • ADVISOR (IT), NHAI-GOVT OF INDIA

Designing AI-augmented interfaces to enhance emergency allocation and decision-making for National Highway helpline, improving response time

### Dark Patterns

GUIDED BY PROF. SWATHI PAL • 2 WEEKS • MAR '25

Researched dark patterns in Indian hospitality platforms, conducting experiments with 40 users to assess impact on decision-making and usability. Ranked patterns by severity based on user susceptibility and assessed business gains of dark vs. ethical ("bright") designs

### PayGrid | Design System Project

GUIDED BY PROF. VENKATESH RAJAMANICKAM • 3 WEEKS • AUG 2024

Developed a scalable design system for India Stack's UPI - digital payment platform, defining guidelines, typography, colour schemes, and component libraries; prototyped modular components for cross-platform integration and documented for future adoption

### Multimodal Interaction with 2D & 3D digital space

2D - GUIDED BY PROF. ANIRUDHA JOSHI • 3 WEEKS • FEB 2025

3D - GUIDED BY PROF. JAYESH & PROF. VENKATESH • 3 WEEKS • APR 2025

Designed, prototyped & evaluated novel physical interaction devices; **Puppet** for gesture-driven 3D model navigation & **Dorito** for precise multimodal video control, enhancing storytelling, usability, and tactile engagement in digital environments

### MAAP [VR] | Multidimensional Archive & Access Platform

GUIDED BY PROF. JAYESH PILLAI • 3 WEEKS • MAR '25

Designed VR-based file management, leveraging the third dimension to enhance navigation and interaction, reinterpreting depth as a functional axis for improved spatial organization

## KEY ART PROJECTS

### BookWorm Pavilion

STUDIO NUDES PROJECT • CSMVS, MUMBAI • 2020

### Kerala State Exhibition

KERALA LALITHAKALA AKADEMI • 2022

### Yours is not to reason why

KOCHI - PALAKKAD - BENGALURU | MOVING SHOW

### City of 2140 : New York

ARCHITECTURAL THESIS PROJECT • 2021

### Neydhal

COLLABORATED WITH ARTIST MURALI CHEEROTH • 2023

### Kerala Lalithakala Akademi | 5-year plan

COLLABORATED WITH ARTIST MURALI CHEEROTH • 2023