SIMRAN JAGNIK

Product Designer

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ABOUT

Product Designer with 3+ years of experience building aesthetically pleasing and emotionally driven digital experiences. My approach blends creative exploration with technical execution to validate ideas rapidly and bring clarity to complex interactions. Led scalable digital products from conception to execution, including web and mobile applications, games, and immersive 3D experiences.

EDUCATION

MFA Design Technology

Parsons School of Design,
The New School, New York
Courses: Typography and Visual Design, Critical Computation, Design for Usability, Storytelling with Data, Net Art, XR for Real World
Teaching Assistant: Immersive Storytelling in XR under Prof. Maya Georgieva.

BTech Computer Science

National Institute of Technology Kurukshetra, India
Courses: Web Design, Machine Learning, Agile Methodology, Android Development, Computer Vision, Digital System Design

KEY SKILLS

Design: UX research, Usability Testing, A/B Testing, Information Architecture, Interactive Prototyping, UI Design, Environment Design, Game Design, Interaction Design, HCI

Tools: Unity 3D, Unreal Engine, Arduino, Cinema 4D, Maya, Blender, Figma, Sketch, Invision, Adobe Creative Suite, GitHub, Framer, Spline

Code: C/C++/C#, JavaScript, TypeScript, HTML, CSS, ThreeJS, React, Node.js, Next.js, WebGL

WORK EXPERIENCE

Assistant Professor of Design & Game Arts

Cornish College of the Arts 🔗   07/2024 - Present

- Devised syllabi for 6+ courses in **system thinking and interactive prototyping** including Immersive Studio, Design for Complex Systems, 3D Modeling, and Experimental Gamemaking.
- Facilitated studio-based learning, mentoring 40+ students in user-centered design through hands-on projects using tools such as **Unity, Blender, Figma, Spline, and Adobe Suite**.
- Served on faculty development committees, managing **$14,000+ in funding allocation** to support advancement in visual and interactive arts.
- Participated in National Portfolio Day, reviewing portfolios of 20+ high school students and supporting Admissions in strategic outreach efforts for prospective students.

Product Designer

Incluesion | New York City, NY 🔗   07/2023 - 07/2024

- Led stakeholder meetings to define B2B product scope, digital strategy and design vision, **reducing project timeline by 20%.**
- Crafted responsive UI prototypes for web+mobile and 30+ digital assets using Figma, **reducing front-end development time by 4 weeks.**
- Developed a scalable CMS(content management system) for rapid prototyping of training modules, **improving iteration speed by 40%.**
- Designed 3D environments based on **user flow interactions** and gameplay objectives, aligning with narrative storytelling & level design principles.

UX/UI Designer

The Verse | New York City, NY 🔗   01/2023 - 05/2023

- Collaborated with an 8-member cross-functional team including product managers, engineers, and marketing leads, translating prosocial interactions into engaging game UI design.
- Conducted think-aloud **user testing sessions** to identify pain points and iterated interactive prototypes to boost emotional clarity and product usability.
- Designed intuitive user interfaces for a menu navigation system, including player inventory and status, resulting in **1.5x faster traversal time.**

VR Designer

Pentagons Digital | New Delhi 🔗   03/2021 - 07/2021

- Spearheaded the technical design and development of a meditative VR experience for NYCxDesign week, attracting over 500+ users; informing future iterations for Miami Art Basel.
- Developed a modular, high-performance VR prototype in C# using Oculus SDK, **achieving 40% faster load times and smoother runtime.**
- Remodeled animated 3D assets to improve VR compatibility, reducing memory load by 30%.

UX/UI Designer

Pentagons Digital | New Delhi 🔗   03/2021 - 07/2021

- Designed user-centered mockups for 5+ AdTech clients using market research & competitive analysis, **boosting customer acquisition by 35%.**
- Created branding & marketing assets to elevate visual identity and enhance client engagement strategy, leading to a **40% repeat business.**
- Collaborated with front-end engineers to turn into WCAG-compliant responsive designs; streamlined QA by resolving accessibility issues, reducing deployment time by 4 weeks.

EXHIBITIONS

Lumina MR 🔗 Create a personalized virtual garden in MR built on Meta Presence SDK.

Quantum Poetics 🔗 Won Most Creative Use of Quantum Technology; Quantum poem generator created for Quantum Jam hosted by IBM.

Prototype the Future 🔗 Special Mention XR Brain Jam'23; VR sandbox game tackling future literacy for next-gen education.

Inertia at Rest 🔗 Character creation with Unreal Engine Metahuman and Hologram technology.

MIT Reality Hack'23 🔗 Imagine portals to alternate realities in AR using diffusion AI API.