



Simran Jagnik

Product Designer

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Experience

Product Designer

Inclusion

Jul 23 - Present

- Interfaced with stakeholders to establish project scope and identify ideal digital solutions based on business needs, brand marketing objectives, and SEO strategy.
- Led the design, prototyping, and development of an immersive game for inclusive leadership training using equine therapy.
- Translated game concepts into comprehensive design documents, facilitating communication across 3 multidisciplinary teams and **reducing development time by 15%**.
- Integrated third-party APIs into the database to incorporate features like AI assistants, leaderboards, and UI enhancements using Unity 3D, **leading to a 25% reduction in build times**.

UX/UI Designer

The Verse

Jan 23 - May 23

- Created system and navigation translating from design ideas focused on usability and intuitive gameplay experience designed in collaboration with an **8-member cross-functional team**.
- Conducted thorough user testing sessions to identify pain points and resolve usability issues, resulting in a **40% increase in user satisfaction metrics**.
- Designed intuitive user interfaces and streamlined navigation systems, **reducing menu traversal time by 20%**.

VR Designer

Soho Gallery

Mar 23 - Jun 23

- Spearheaded the technical design and development of a VR exhibition at a Soho Gallery for NYCxDDesign week, **attracting over 500 visitors**.
- Leveraged Unity 3D and C# programming to create a modular and optimized VR codebase, **reducing loading times by 50%** and enhancing overall user experience.
- Innovate visual specifications, including animation, level architecture, particle systems, physics, lighting, shading, audio, and UI. Remodeled 3D assets improving on their VR compatibility, resulting in faster performance and **30% memory reduction**.

UX/UI Designer

Pentagons.in

Mar 2021 - Jul 21

- Created user-centered mockups by conducting market research, competitive analysis, user personas, and usability findings, resulting in increased client satisfaction and **40% repeat business**.
- Coordinated with web development professionals to translate wireframes to responsive designs and website debugging to isolate and eliminate accessibility issues **reducing deployment time by 2 weeks**.
- Developed and refined existing user interfaces based on feedback from focus groups, successfully **improving product usability by 25%**.
- Delivered branding materials for clients including logos, storyboards and Figma mockups, aligning with industry practices in intuitive and engaging experience design.

Education

MFA, Design Technology 2023

Parsons School of Design, The New School, New York

Courses: Design for Usability, Storytelling with Data, Design for the Century, Typography

BTech, Computer Science 2021

National Institute of Technology, Kurukshetra, India

Courses: Web Design, Image Processing, Agile Methodology, Digital System Design

Skills

UX Research
Usability Testing
User Journey
Wireframing
Prototyping
Interaction Design
Experience Design

Figma
Adobe Creative Suite
Cinema 4D
Blender
Maya
Unity
Unreal Engine

C++ / C#
HTML / CSS
three.js
React.js
Node.js
JavaScript
Python

Exhibitions

Quantum Poetics

Won Most Creative Use of Quantum Technology in Quantum Jam hosted by IBM, exhibited in Microscopic Gallery, Chelsea.

XR Brain Jam'23

Games for Change Interactive Exhibition - VR sandbox game tackling future literacy, as an essential aspect of next-gen education.

Inertia at Work

MFA 2023 Thesis - Explored character creation in Unreal Metahuman and iClone Character Creator.

Bird Watchers

Bird Watching Arcade game using Arduino Camera controller, exhibited in Wonderville, Brooklyn.

MIT Reality Hack'23

FrameSpace is an AR experience that lets you explore alternate realities using portals imagined by a stable diffusion API.