

ARAVIND J

Senior Product Designer • Design Researcher with Product Design & Technical Capabilities

New Media Design (NID) | Architecture (SPAV)

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SUMMARY

- I'm a design researcher with deep ethnographic roots. Over 6 years, I've conducted immersive field research with socially marginalized communities, validated behavior change frameworks through environmental psychology research, and led discovery across enterprise organizations.
- Currently at Trmeric designing AI-powered interfaces for Fortune 500 clients based on stakeholder and workflow research. Licensed architect (B.Arch) and M.Des from NID bringing systematic thinking, qualitative research rigor, and hands-on design.
- **Specialized in:** Ethnographic research, User interviews & synthesis, Journey mapping & service blueprints, Research-driven product design, Enterprise discovery, Conversational AI interfaces, Enterprise workflow design, WebAR/emerging tech, Design-to-engineering collaboration
- **Technical:** React, JavaScript, Python, AR.js, HTML/CSS • Web Development Bootcamp Certified (2020), Built production WebAR, OCR prototypes, Design workflow automation and tooling integration for faster iteration

PROFESSIONAL EXPERIENCE

trmeric, Bengaluru • UX Designer

06/2024 - Present

- Designed Trmeric Missions - conversational project initiation eliminating 99.8% of project creation time (8 weeks → 10 minutes) through AI-powered workflows serving Fortune 500 clients
- Led discovery research analyzing project creation cycles across enterprise organizations; identified 8-week bottleneck caused by 4-7 clarification loops; validated insights through stakeholder interviews
- Built TRUX design system from scratch with implementation-ready components; collaborated with engineering team to ensure seamless design-to-code handoff and autonomous implementation
- Led conversational AI interface design (Tango) - created natural language interaction patterns; worked directly with engineers to validate technical feasibility
- Collaborated with Product and Engineering to ship demand management, resource capacity planning, and portfolio tracking features supporting \$1M+ deal pipeline

TATA Motors, Pune • Design Research Intern

09/2023 - 04/2024

- Designed WebAR experience using AR.js; currently developing prototype with real-time environmental tracking, persistent state management, and lock screen integration
- Designed confrontational AR addressing ecological collapse through guilt mechanics and 90-day accountability to trigger behavior change.

- Conducted ethnographic research on environmental psychology; explored design ethics of confrontational UX and decentering approaches.

Freelancing, Hybrid | Bengaluru • Multidisciplinary designer

12/2019 - 03/2021

- Delivered end-to-end design solutions across branding, web development, and architectural projects for diverse client bases
- Worked on branding, Logo design and creating graphic posters for varied clients.
- Worked on web development using languages like HTML, CSS, JavaScript, and React JS.
- Practiced architecture and interior designer for house design, facade renovation, Commercial building design and produce architectural drawings, approval drawings.

MRA Design Studio, Bengaluru • Project Architect

10/2018 - 11/2019

- As the Project Architect I was responsible for managing architectural projects from concept to completion.
- Working with clients, engineers, and contractors, I produced high-end residences and luxurious architectural solutions and ensured the successful execution of designs.

EDUCATION

- *Bachelor of Architecture* • School of Planning and Architecture, Vijayawada
- *Master of Design / New Media Design* • National Institute of Design, Gandhinagar

PROJECTS

Trmeric Missions - Conversational Project Initiation • [View Case Study](#)

- Reduced project creation time by 99.8% (8 weeks → 10 minutes) through AI-powered conversational workflows
- Achieved 87% form completion vs. 23% with traditional forms: 81% AI suggestion acceptance through transparency UX
- 83% adoption rate, +72 NPS, 4.6/5 CSAT within 3 months of Fortune 500 enterprise launch

Realm of Elementals - WebAR Environmental Interpretation Experience ([NID Graduation Project, 2024](#))

- Designed confrontational AR experience using guilt mechanics and 90-day accountability to trigger behavior change around ecological collapse
- Explored design ethics of confrontational UX through ethnographic research on environmental psychology and decentering

Rippl - AI-Powered Reading Assistance Device (NID, 2023) • [View Case Study](#)

- Conducted user research with 20+ students revealing notetaking as critical retention mechanism; identified distracted reading and information recall as primary pain points
- Synthesized findings into interaction framework combining physical annotation with digital augmentation
- Designed and built functional prototypes using Python, OpenCV for OCR/handwriting recognition, and custom projection mapping to validate research hypotheses mapping

Rozi - Employment Platform for Migrant Workers (SARVA Designathon 2021)

- Conducted ethnographic field research with migrant workers experiencing exploitation by middlemen; used participatory design methods to understand pain points
- Synthesized findings into inclusive design framework addressing socioeconomic barriers (language, literacy, trust, payment security)
- Designed two-sided marketplace with multilingual interface (Hindi, regional languages), location-based matching, and secure payments based on research insights barriers

P.S. Please check out my [Portfolio Link](#) to know more about my projects

SKILLS

- **Research Methods:** Ethnographic fieldwork, immersive observation, user interviews, usability testing, stakeholder interviews, journey mapping, service blueprints, participatory design, synthesis & insight generation
- **Design Expertise:** Research-driven product design, interaction design, wireframing, prototyping, conversational UI, design systems
- **Technical Capabilities:** React, JavaScript, Python, AR.js, HTML/CSS • Web Development, Certified (2020) • Functional prototyping for research validation
- **Tools:** Figma, Miro, Adobe Creative Suite, Notion, NotebookLM (research synthesis)
- **Enterprise & Domain:** Healthcare systems, B2B/SaaS workflows, marginalized communities, environmental psychology, behavioral design