Arjun

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WORK EXPERIENCE

Oct 2024 - Present
Bengaluru, India

Independent Consultant

- Working with people and organisations to [a] do design research, [b] teach or [c] employ creative-coding to deliver interactive and / or performative experiences largely over the web.

Jul 2024 - Sep 2024
Gurugram, India

Senior Lead (Products), Treemouse

- Led design research for Digital Green, identifying barriers against the adoption of their farmer-facing chatbot in Jharkhand.
- Designed a POC for a conversational interface to be deployed as the first point of information in areas with high substance-abuse rates.
- Ran the inaugral design track for the Code for GovTech program, enabling contributors to design more usable DPGs (digital public goods).
- Resigned to grow my own practice.

Jul 2022 - May 2024
Mumbai, India

Design Researcher, TinkerLabs

- Led design research, ideation, prototyping & testing for a new chain of K-12 schools that aim to revolutionise education in the country.
- Conducted primary research & led conversation design for the Just Ask chatbot by UNFPA, enabling 20,000+ adolescents in rural & semi-urban India to get accurate social & sexual health information.
- Led ethnographic research for the Udhyam Foundation to identify enablers & barriers for nano-entrepreneurs to achieve business growth.
- Led the design research & proposed a UX redesign for the Nayi Disha website, enabling caregivers for PWD to swiftly access appropriate resources.
- Led an appreciative enquiry for Vipla Foundation, identifying the most transformative practices at play for their training program that upskilled women from marginalised communities.
- Helped redesign resources developed by the International Justice Mission to enable different stakeholders to use them more effectively.
- Designed, tested & helped re-design an intervention for Project Concern International to increase contraceptive access for women in rural Bihar with migrant husbands.
- Facilitated 15+ 'Design Thinking x Behaviour Science' workshops for organisations & higher education institutes.

Jun 2022 - May 2024
Remote

Faculty, AND Academy

- Taught and evolved 'Think Lab', an experiential learning module that attempts to develop the creative & critical thinking potential of new design students.
- Mentored multiple final year UX UI PG Diploma students for their capstone projects and ran a 5-week long pre-capstone project. UNFPA, enabling 20,000+ adolescents in rural & semi-urban India to get accurate social & sexual health information.communities.

Jan 2022 - Jul 2022
Bengaluru, India

Xperimenter, Science Gallery Bengaluru

- Programmed 'In Between Life & Death', a web-game for young adults to prompt them to question human needs.
- Led the graphic design for 'Earth 2052: Hot or Not', a speculative climate vision workshop, presented at the Science Gallery Youth Symposium 2022.
- Conducted various public engagement activities for young adults to interface with the gallery.communities.

Jun 2021 - Oct 2021
Delhi, India

Product Design Intern, Canonic

- Redesigned the entire onboarding experience of the platform, bringing a 22% increase in onboarding completion rates.
- Led user research & testing for various product features.
- Worked on 2 prototypes to enhance accessibility & user delight on the platform.

Jun 2020 - Jul 2020
Remote

Design Intern, Whitenoise Design

- Worked on multiple identity, interface & packaging design projects.

Jun 2018 - Dec 2020
Multiple locations

Freelance Visual Designer

- Worked with 8 clients for 20+ graphic, identity & interface design projects.

WORKSHOPS / TALKS

Oct 2024
O.P Jindal University

Giving Up Control

Made students feel comfortable with the idea of giving up control to variables to make their storytelling dynamic, reactive and/or interactive.

Mar 2024
CC Santé Community
Conference

In Between Life & Death

Broke down the process used to develop In Between Life & Death, a web-game that prompts young adults to question human needs.

Feb 2024
S.P.A Bhopal *(remote)*

What To Do When Adobe Fails You

Introducing graphic design students to creative coding as a medium to create hyper-specific creative tools.

Feb 2024
IIAD Delhi *(remote)*

Evolving Your (design) Portfolio

Reflective talk taking undergraduate students through the evolution of my portfolio over the years.

Apr 2023
MIT-D Pune

Set Rules, Make Art

Introductory workshop on algortithmic art & creative coding for 100+ undergraduate design students.

Jan 2023
IIAD Delhi

My Journey Across The Levels

Reflective talk for the professors of IIAD & Kingston University to showcase my 4-year-long undergraduate journey.

Jun 2022
Science Gallery
Bengaluru

On Documentation & Reflection

Talk for 20 summer school participants, introducing them to my process of documentation & reflection with Kolb's Experiential Cycle.

Mar 2022
Pearl Academy
Mumbai

Designing & Shipping A Digital Product

Case study walkthrough for third year UX UI students.

Jun 2021
IIAD Delhi

Things I Wish I Knew During Foundation Year

Virtual talk for 100+ foundation year students, covering some advice for their capstone projects.

AWARDS / HONOURS

2023
Processing Foundation

p5.js Global Showcase, 2022

For the project: *In Between Life & Death*

2022
IIAD Delhi

Best Graduation Project

For the project: *In Between Life & Death*

2022
Lollypop Design Studio

Winner – Designathon 2022

For the project: *Sumitra*

2021
D'Source

DCDC 3 – Communication Design Winner (First Round)

For the challenge: *Visual Informational Identity Program for Corona Virus or COVID-19*

Oct 2024
Serendipity Arts
Foundation

B-Side Music Production Residency

EDUCATION

2018 - 2022
IIAD Delhi

B.A (Hons.) in Communication Design

Graduated with first-class honours