

INTERACTION DESIGNER

ALAGU

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PORTFOLIO

www.alaguc.com

TECHNICAL SKILLS

Figma	Adobe Illustrator
Sketch	Adobe Photoshop
Invision	Adobe Indesign
Principle	Adobe After Effects
Framer.js	Maya

WORDS I LIVE BY

Aa
Aa Aa



D

be discerning

be patient

love design

EDUCATION

MASTER OF INTERACTION DESIGN (M.Des) **SEP 2016**
California College of the Arts, San Francisco

DIPLOMA, VISUAL COMMUNICATION DESIGN **2012**
Srishti School of Art, Design & Technology, Bengaluru

BACHELOR OF COMMERCE (B.Com) **2009**
Stella Maris College - University of Madras, Chennai

OTHER THINGS I LIKE TO DO

Learning about new foods to eat and cook,
Doodle, Drink Tea, Take Long Walks , Watch NBA
(whenever its back!), Everything Chocolate, Finding
Inspiration in Everyday Things.

EXPERIENCE

○ PEOPLE.AI - PRODUCT DESIGNER 2018 - 2020

Led design and research on several key projects, including conceptualizing and creating the framework for the Sales Solution tool, which subsequently became a core product for the company. Designed and shipped multiple feedback loops within the web platform to improve the critical AI & ML functionality. Championed the need for end-user research - created a user feedback & follow-up system, mechanized research findings to improve and create numerous product features.

○ MAYFIELD ROBOTICS - PRODUCT DESIGNER 2016 - 2018

As a designer on the Product team, I helped establish the product vision for Kuri, the adorable home robot. Led the design effort in defining how Kuri communicated through her heart light, including prototyping the light animations and working with devs to build it into Kuri. Developed key screens and early user flows for the 'Moments' feature in the Kuri App. Designed and implemented a new brand palette that was more cohesive with the brand voice.

○ IKEA + UNYQ, SAN FRANCISCO - UI/UX DESIGNER 2018

Collaborated with Studio Bitonti and IKEA's head of design Marcus Engman to conceptualise and prototype a new vision for the IKEA Place app. Responsible for creating the user experience, visual design and digital app prototype for the for the new place app concept. Our work was shown on stage and to the Press at IKEA's Democratic Design Days in Älmhult, Sweden.

○ KIVA ZIP, SAN FRANCISCO - UX DESIGNER 2016

Helped Kiva Zip identify the pain points in the on-boarding process for new loan borrowers. Conducted user research, synthesis to identify the problem/opportunity spaces and provided UX recommendations.

○ ADOBE, SAN FRANCISCO - CONSULTANT 2016

Consulted on the Education team on the 'Back to school' campaign. Assisted with collaterals such as e-mailers and campaign videos as well as creating an activation guide to aid implementation worldwide.

○ IDEO.ORG, SAN FRANCISCO - DESIGN INTERN 2016

Visual design for the communications team across multiple projects within IDEO.org. Involved in the financial health team project based in Uganda and Design Africa, a new curriculum focused on Sub Saharan Africa, the website redesign and several other projects.

○ LADYFINGERS CO. BENGALURU - PARTNER 2012 - 2014

Co-founded Ladyfingers Co. — A full service design studio with three other Srishti School of Art Design & Technology graduates.
www.ladyfingersco.com