



Honors

Ford Blue Oval Scholarship
ArtCenter Scholarship
Departmental Scholarship
Design Strategy Studio
Competition Winner

User Research Skills

Ethnographic Research
Stakeholder Interviewing
Quantitative Surveying
Usability Studies
A/B testing
Affinity Mapping
Journey Mapping
Storyboarding
Persona Development
Future Trend Analysis

Design Skills

Information Architecture
Wire-Framing
Multi-Fidelity Prototyping
Use Case Development
Analogue and Digital
Sketching
3D Modeling & Rendering
Building scaled mockups
User Testing

2D Graphics

Photoshop, Illustrator,
Indesign, Procreate

3D Modeling

Alias, Maya, Rhino,
Blender, Sketch-Up

Rendering, Prototyping & Motion Graphics

Keyshot, Lumion, Enscape
After Effects,
Premiere-Pro, Invision

AR / VR / MR

Unity Engine, Unreal

Coding

C# (Basic), Arduino

Education

MS Transportation Systems and Design, April 2018
Art Center College of Design, Pasadena, CA

BE Electronics and Telecomm. Engineering, July 2014
University of Mumbai, India

Experience

Sr. User Experience Designer | Autodesk | July 2020 - Present

- Researching and prototyping cross-Autodesk AR/VR/MR (XR) capabilities to establish a signature XR experience across multiple platform solutions within Autodesk's product portfolio
- Crafting design directions and generating high-fidelity design artifacts to support communication, evaluation, and implementation of new XR design solutions

Product Experience Designer | Magic Leap | May 2019 - June 2020

- Designed and prototyped next generation mixed reality experiences and spatial computing tools
- User tested rough prototypes and developed proof of concepts for internal design reviews
- Story boarded user journeys and created concept visualizations for client presentations

UX Design & Research | Evolve Collaborative | Feb 2019 - May 2019

- Worked closely with the design director and a multi-disciplinary team to conduct user centered research and build UX solutions for major healthcare clients
- Designed research tools and conducted client workshops aimed for co-designing complex solutions

Strategic Design Intern, Creative Consulting | BMW, Designworks | Aug 2018 - Jan 2019

- Worked closely with the Creative Director to build strategic services to foster innovation and business growth for clients like BMW, Rolls Royce, Boeing, Mini, John Deere, VF Corporation (The North Face)
- Envisioned the future of BMW X3 & X4 through ideation labs, organizing and designing research tools for character workshops, and creating concept sketches

UX Designer & Strategist | Xtelligent. Inc | June 2018 - Jan 2019

- Envisioned the future of connected autonomous transportation through evolution of traffic signals
- Worked closely with Los Angeles Cleantech Incubator to help a start-up company with user research and UX visualizations to create pitch decks for investors and city partners
- Successfully shipped 2 (B2B) products and designed a concept for a 3rd

UX Design Fellow | Innovation Team, City of Los Angeles | Jan 2017 - May 2017

- Worked cross-functionally with project managers, data scientists, designers, and researchers
- Helped the Los Angeles Police Department (LAPD) to build a policing workforce of the future
- Organized and strengthened LAPD's recruiting and hiring practices

Masters Thesis

Project Astra | May 2017 - April 2018

- Developed an activity based virtual reality tool for the wellbeing of astronauts
- Envisioned a novel user experience solution to address social isolation in deep space
- Showcased a VR demo at the Oculus NextGen Symposium 2018 at the Facebook HQ in Menlo Park

Sponsored Projects

Uber Sponsored Project | Uber Elevate | Aug 2017 - Jan 2018

- Collaborated cross-functionally with designers, product managers, engineers, and industry experts from Uber, Embraer Jets, Aurora eVTOLs, and NASA
- Led the research and collaborated on ideation, concept creation, modeling, prototyping, wireframing, storyboarding, and rendering the final solution

Arroyo Group Sponsored Project | Inglewood Automates | May 2016 - Dec 2016

- Designed an advanced transit system solution for the City of Inglewood
- Collaborated cross-functionally with designers, city planners, city officials, and industry experts
- Proposed design was presented to the City of Inglewood and is to be implemented in the near future

Hobbies

Writing poems, playing the Kalimba, Piano, and Mridangum, travelling to experience new cultures, building lego and nano-block models

Languages

English, Hindi, Malayalam, Marathi, and Tamil

Toronto, Canada
626 | 346 | 4885
contact@ajmenon.com
www.ajmenon.com
Experience Designer
User Researcher
Design Strategist

AJAY
MENON