

Pruthviraj

User Experience Designer

pruthvi.raj@hotmail.com
(650)664-8891
ipruthviraj.com

EXPERIENCE

UX Designer II — Amazon

AUG 2022 — PRESENT

Shipped Amazon Fire TV's experience for the new line of remotes and led experience design for accessibility features on TV (Adaptive UI). Created customer experience (CX) concepts for child-friendly features on Amazon Kids Edition devices (Echo Dot, Echo Show, Fire TV), including GenAI storytelling, Explore with Alexa, and the Bedtime AI-Generated Soundscapes Alexa skill – reaching ~200k monthly active users.

Senior UX Designer — EPAM Systems (consulting @ Google)

APR 2019 — JUL 2022

Contributed to the successful launch of three enterprise data analytics web tools at Google. Led UX design for six enterprise web applications supporting quality initiatives across Pixel, Nest, Create, and Wearables business units. Optimized the internal design system (a Material Design derivative) for the application suite using Figma.

UX Designer — Samsung Design (Contract), San Francisco

OCT 2018 — APR 2019

Contributed to the successful launch of two camera feature concepts for the Samsung S20. Conducted user interviews, led concept generation sessions for camera experiences, and designed AI-based interactive prototypes using Sketch and Unity.

UX Design Volunteer — Prysm Inc., SF Bay area

OCT 2017 — MAY 2018

Collaborated with other researchers and designers to create interactive prototypes for mobile, Prysm multi-touch displays which facilitated the product launch in the healthcare vertical.

UX Design Intern (AR/VR) — Harman International, CA

JUN 2017 — AUG 2017

Designed and delivered an end-to-end immersive in-car augmented reality demo showcasing a virtual instrument cluster, which contributed to securing a business deal with a major automaker and was featured at prominent auto shows.

EDUCATION

MS in Human-Computer Interaction | 3.9 GPA

AUG 2016 — MAY 2018

Indiana University, Indianapolis, IN

BE in Computer Science & Engineering | 3.7 GPA

JAN 2007 — JUN 2011

MSRIT, India

SKILLS

Design & Research

Generative AI (Text, Image)
AI Prompt engineering techniques
Concept generation
Contextual inquiry
Journey mapping
Rapid prototyping
Storyboarding
UI Heuristic evaluation
Usability testing
UX for AR, VR

Tools & Development

Amazon Bedrock - AI
Claude Code
Figma
3P Gen AI tools
Adobe suite
JavaScript
HTML, CSS3
Unity, C#