

Aman Chandra

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Introduction

Multidisciplinary Interaction Designer with 4+ years of experience crafting intuitive B2B and SaaS applications. Skilled in design systems, AI interfaces, and user research for enterprise platforms and digital onboarding experiences. Experienced in collaborating in cross-functional teams, designing scalable systems, and crafting innovative user experiences across digital and physical spaces. Committed to bridging design, technology, and storytelling to shape the future of interactive experiences.

Education

Indian Insitute of Technology (IIT) Guwahati, M.Des in Interdisciplinary Design 2019 – 2021

- GPA: 8.78
- Specialization in Interaction Design, New Media Design and Game Design

Central University, Chhattisgarh, B.Tech in Industrial & Production Engineering 2014 – 2018

- GPA: 7.01

Experience

Manager - Experience & Game Design, JSW - Museum of Solutions – Mumbai, India Mar 2024 – present

- Established and streamlined design processes to ensure high-quality project execution.
- Led end-to-end projects, from research to execution, creating engaging, educational, and interactive experiences.
- Collaborated with multidisciplinary experts, including educators, technologists, and designers.
- Managed and mentored a small design team, ensuring alignment with MuSo's vision.
- Reported directly to the Director of Content & Exhibits, driving strategic design decisions.

User Experience Designer, Jio Platforms Ltd. – Mumbai, India July 2021 – Mar 2024

- Worked with a multidisciplinary team at Reliance HQ, contributing to projects serving 8M+ users.
- Designed & optimized UX for B2B, B2C, and enterprise software solutions across digital ecosystems.
- Played a key role in product development, enhancing usability and engagement.
- Ensured seamless user experiences by aligning research-driven design with business and technical needs.

Projects

at Museum of Solutions

Investigation Zone Redesign — Game-Based Learning Platform & UX System

- Redesigned an escape room-style experience, enhancing UI/UX and scalability.
- Designed the Game UI/UX, front-end as well as back-end CMS logic
- Integrated data touchpoints for tracking engagement and optimizing interactions.
- Coordinated development with engineers and developers

GROW LAB — Interactive Exhibit on Nature & Systems Thinking

- Coordinated the design and development of various exhibits and communications, managing a team comprising of designers and architects.
- Designed an interactive experiential space introducing children to nature, ecology, and forests.
- Collaborated with permaculturists, educators, and fabrication teams to create immersive experiences.

Passport of Play - Leaderboard & Score System | AI-led UX Design

- Used AI tools for code generation, debugging, and logic scaffolding in an agentic workflow.
- Converted tools into executables for easy deployment across museum staff machines.
- Delivered a system of Score Management as well as Score Display.
- Demonstrated design-to-engineering fluency through full-stack prototyping and real-time data integration.

DISCOVER LAB Changeover Project

- Leading the redesign of a key museum space, enhancing interactive and experiential learning.
- Conducting design sprints, user research, and focus groups to refine engagement strategies.
- Coordinated with external teams to collaborate on building new study-led concept design.
- Developing concept designs for exhibits, ensuring accessibility and a research-driven approach.

Visitor Journey - UX Refinement

- Analyzed visitor behavior through surveys, journey mapping, and real-time interactions, identifying key engagement challenges.
- Developed a new exhibit classification framework to better manage and execute projects
- Proposed persona-based itineraries, interactive kiosks, and improved signage for better navigation.

at Jio Platforms Ltd.

Jio-BlackRock Investments App - Onboarding UX for Fintech Product

- Conducted formative UX research and onboarding design for a high-impact fintech platform.
- Conducted user interviews, heuristic evaluations, and UX testing workshops with BlackRock stakeholders.
- Optimized task flows and UI interactions, enhancing accessibility for millions of mobile-first investors.

JioPOS | B2B SaaS Platform – Foundational Redesign

- Overhauled UX/UI for 500K+ retailers, ensuring compliance with TRAI guidelines and usability standards.
- Redesigned 40+ user journeys, improving sales, activations, and telecom product workflows.
- Implemented data-driven design decisions, refining processes based on usability testing and research.

Jio Procurement Platform | ERP/EAM Platform - Enterprise UX Design

- Designed and built a procurement platform from scratch, improving supplier management and efficiency.
- Conducted persona studies, stakeholder workshops, and workflow analysis to refine the system.
- Developed a scalable Desktop UX framework, ensuring adaptability for future business needs.

Other Projects

Agentic AI Design Exploration

- Built a local AI workflow using OpenWebUI + Ollama, ensuring full data privacy on sensitive MuSo content.
- Created custom agent personas (e.g., Content Writer, Visual Prompter) trained on institutional documents and exhibit references.
- Used these agents to generate tailored first-draft ideas for multiple exhibitions, aligned with pedagogical and thematic goals.

Library in the Forest - A Pedagogy Lab

- Co-developed a pedagogy lab to explore global education models and design a future-ready curriculum.
- With an emphasis on systems thinking & interactive learning, shaping the ‘school of the future’ concept.

CELEBRATING JANE – Educational Game & Exhibit Experience

- Collaborated with the Jane Goodall Institute (JGI) to envision and design an interactive exhibit about Dr. Jane.
- Created a custom educational card game to teach children about IUCN species status through collaborative play.

Skills

UX & Product Design: UX/UI Design, Wireframing, Design Systems, User Research, Usability Testing

AI & Emerging Technologies: Local LLMs, Prompt Engineering, Generative AI, AI-Driven Interaction Design, Copilot

Software & Tools: Adobe Suite, Figma, Balsamiq, Blender

Language: English (fluent), Hindi (native)

Publications

Video Games as Ontological Design in the Indian Context

July 2023

Dr. Mriganka Madhukaillya, *Aman Chandra*

[10.1007/978-981-99-0293-4_101](https://doi.org/10.1007/978-981-99-0293-4_101) (International Conference on Research into Design (ICoRD'23), Springer)

Speaking Engagement

DESIGNED: Towards Ontological Thinking in Design – Thursday Talks, WIPRO 2023

Explored the evolution of design thinking, bridging user-centered and ontological approaches in Design Thinking.

The Hobbyist Designer – Guest Lecture, Design Thinker School 2024

Explored the role of creative hobbies in design, emphasizing their impact on ideation & media literacy.

Certifications

- **Comic Book, Graphic Novel and the Imagination: Autonomies and Synergies** | *GIAN Course* | 2018
- **Game Design** | *CALARTS (through Coursera)* | 2020
- **Film Appreciation & Filmmaking** | *Ctrl Alt Cinema* | 2018
- **National Talent Search (NTSE) Awardee** | *NCERT* | 2009

References

- Jai Beban – Design Lead, Jio Platforms Ltd. | Direct Manager
- Dr. Mriganka Madhukaillya – Founder, Media Lab, DoD, IIT Guwahati | Mentor & Collaborator
- Prof. Sandeep Chatterjee – HOD, Dept. of Film Direction & Screenwriting, FTII, Pune | Mentor