

PRISHA JAIN

prishajain23@gmail.com | prisha.me | +1 (925) 964-7243

SUMMARY

Creative technologist who specializes in installations, sound, and video art looking to produce immersive experiences for experiential marketing. Experience in real-time media, installation work, and audiovisual experiences.

EDUCATION

New York University, Tisch School of the Arts

Exp. May 2026

M.P.S. in Interactive Telecommunications Program (ITP)

New York University, Steinhardt School of Culture, Education and Human Development

May 2024

B.S. in Media, Culture, and Communications | Minor in Business of Entertainment, Media, and Technology

PROJECTS

Qatsi (2025 MIT Film Hackathon) | AI Artist and Sound Designer

February 2025

- Designed a unique audio landscape, led concept development, and generated AI Video resulting in a Top 10 Finalist placement, Best Music Award, and Honorable Mention of Best Visual Award

Chromadance | Interaction Designer

November 2024 - December 2024

- Designed & prototyped a real-time interactive dance floor installation using Arduino and TouchDesigner
- Led iterative user testing with 15-person focus groups, refining prototype design based on user feedback
- Successfully showcased final installation to 1000+ attendees at ITP/IMA Winter Showcase, receiving extensive positive feedback on user experience and interaction design

EXPERIENCE

Designing Interfaces for Live Performance at NYU ITP/IMA | Graduate Assistant

January 2025 - Present

- Collaborate with instructor David Rios to refine course content and foster hands-on learning by providing technical support for Arduino, TouchDesigner, and Ableton Live
- Support students with prototyping real-time interactive projects by guiding discussions, troubleshooting hardware/software issues, and leading sensors, visuals, and sound-based workshops

Archana | Creative Director & Event Producer

June 2023 - July 2024

- Led comprehensive creative direction for artist brand identity, including cover art, music video concepts, and social media strategy, boosting social engagement by 150%
- Produced and managed a successful launch event for 100+ attendees at C'mon Everybody BK, coordinating venue logistics, merchandise, and performance direction
- Developed cohesive visual brand identity across multiple touchpoints including merchandise, social media, and live performance

Institute of Documentary Film (Prague, CZ) | Digital Design Internship

August 2023 - December 2023

- Led the rebranding effort to adapt the institute's presence for social media, designing graphics and video content that increased engagement by 500%
- Prototyped and redesigned company website to enhance user experience and modernize digital presence
- Maintained the festival database with accurate, up-to-date information to support organizational operations

Radiate | UX Research & Content Strategy Internship

June 2023 - August 2023

- Conducted user research weekly to identify pain points in everyday operations and created high-fidelity mockups in Figma to improve app design, aligning updates with research results, usability needs, and company goals
- Designed social media templates using branding guidelines to enhance online presence, increasing engagement by 15%
- Launched the Radiate Influencer Program, acquiring new ambassadors to create content, drive engagement, and grow reach.

Beatnic (now Inday) | Content Strategy Internship

March 2022 - January 2023

- Produced user-research-driven copy for DTC campaigns to maximize audience impact and crafted data-driven content strategies based on metrics-based research findings, boosting social media engagement by 10%
- Played a key role in developing a comprehensive brand guide during a company rebrand, aligning all communications with updated brand identity

SKILLS

- Technical:** p5.js, C#, C++, Arduino, Physical Computing, TouchDesigner, Ableton Live, OpenArt, PixVerse, Midjourney, RunwayML, Flora
- Design:** User Flow, Information Architecture, Prototyping, User Research, Adobe Creative Suite, Figma
- Collaboration:** Slack, Notion, ClickUp, Airtable, Discord