

# SRIRAJ RAJKUMAR

## XR EXPERIENCE DESIGNER

© s.sriraj@yahoo.in [www.linkedin.com/in/sriraj-rajkumar/](https://www.linkedin.com/in/sriraj-rajkumar/) [www.srirajportfolio.com](https://www.srirajportfolio.com) 📍 Tempe, Arizona

### EDUCATION

#### Art, Media, and Science (Extended Realities), MS

[Arizona State University](#)

2023 - Present

#### Graphic Design, Bachelors of Design

[Undergrad Symbiosis Institute of Design, India \(Pune\)](#)

2015 - 2019

### EXPERIENCE

#### XRts Student Ambassador Representative

[Arizona State University](#) 08/2023 - Present Tempe, AZ

- A select group of student ambassadors to attend, both virtually and in-person events around the country around the theme of extended/virtual reality technologies, gaming and immersive experiences and generate social media and video content about youth perspectives on these emerging technologies.

#### Product Designer

[YummyChoppis \(On-demand Meat App\)](#) 01/2021 - 01/2022 Chennai, India

- Leading the complete product design and direction for one of South India's organic and fresh meat online delivery service
- While leading a compact design team to create brand identity
- Grew overall retention, subscriptions and activation by 20% within 3 months

#### Visual Designer

[Deloitte US-India](#) 01/2019 - 01/2021 Bengaluru, India

- Build products and solutions as a team executing both UI / UX design.
- Have worked with clients such as Dell Technologies, Hollywood Park and Ecolab among others
- Creating visuals interactions, prototypes, and maintain design systems while exploring new ventures in user experience design
- Wireframing and ideation concepts to high-fidelity designs and final interface
- Global cross team collaborations with product owners, business managers, business analysts, developers, and designers
- Presenting concepts and designs to the clients, business managers, product owners and developers to get direct feedbacks and refine it
- Working effectively with interdisciplinary teams in an agile development environment

#### User Experience/Visual Designer Internship

[Rillusion Design Agency](#) 12/2018 - 03/2019 Chennai, India

- Built user interface, data visualizations and designed overall user experience, resulting in 20% increase in sales
- Conceptualized and designed 4 visual identity projects

#### Graphic Design Internship

[Whoa Mama Advertisement Agency](#) 05/2018 - 06/2018 Chennai, India

- Worked with major leading brands and help design their social media posts, website screens, gifs, blogs cover, website banners, document style sheets and much more

### SOFTWARE SKILLS

[Unreal Engine](#) [After Effects](#) [Unity AR](#)

[Spatial design](#) [AR/VR](#) [Spatial Audio](#)

[Experience Design](#) [Figma](#)

[Graphic Design](#) [indesign](#)

[User Interface design](#)


[Interaction design](#) [Photoshop](#)

[Illustrator](#) [Prototyping](#)

### ACHIEVEMENTS

 High School Topper

Graduated Senior High School with GPA 3.6/4

 Spot Award - Deloitte US-India

Demonstrated exceptional performance or made a significant impact on a project, team, or client

### TRAINING / COURSES

Summer Course Audio Engineering, KMMC, India

Logic Pro X - Udemy certificate course

Trinity College of Music (London) - Piano & Guitar