

SANDEEP KANNIRASAN

Product Experience Designer
specializing in AI-driven solutions.
Experienced in designing user centric
experience for enterprise software
across web, mobile and gaming
platforms. Adept in rapid prototyping,
user research, and integrating cutting-
edge AI technologies.

EDUCATION

M.SC. CREATIVE DIGITAL MEDIA & UX DESIGN

Technological University Dublin | 2020 – 2021

Thesis: AR audio experience (F+AR) designed to assist older
individuals with dementia by curating location-based audio
environments in their homes and community centres.

B.A. SOCIOLOGY, POLITICAL SCIENCE & JOURNALISM

St. Joseph’s College, Bangalore University | 2010 – 2013

- Examine social, cultural, and political impact of technology.
- Explores how design choices influence societal behaviours.
- Addresses issues of surveillance, data privacy, and monitoring.

ADDITIONAL COURSES

- P.G. Diploma in Advertising & Brand Communication
- Diploma in Human Rights Management – South India Cell for Human Rights Education
- Interaction Design Foundation Certification (IDF)

SKILLS

DESIGN & RESEARCH

Interaction Design, Usability Testing, User Research, Data Analysis,
Design Systems, Accessibility Design, Multimodal UX

AI & DEVELOPMENT

AI System Design, Machine Learning Integration, JavaScript, React,
Python, Prompt Engineering

TOOLS & FRAMEWORKS

Adobe XD, Illustrator, Photoshop, Unity, Blender 3D, Figma, Framer,
Vercel, Flutter, Bolt, Make

EXPERIENCE

PERSONAL SABBATICAL

Family Carer | Oct 2024 - Mar 2025

- Kept up with industry trends and developments in AI & UX

AMAZON WEB SERVICES - DUBLIN, IRELAND

Design Technologist | Aug 2022 – Sept 2024

- Designed and developed dynamic Console application for Amazon Aurora and AWS console.
- Led 0-1 Product Design for Cedric, an internal AI assistant with over 100,000 employees using Claude via Amazon Bedrock.
- Designed and developed declarative UI design system for database operating console for developer experience.
- Focused on AI system design and machine learning integration within AWS cloud infrastructure.
- Worked with JavaScript, React, and Python to deliver scalable cloud-based solutions.

RIOT GAMES - DUBLIN, IRELAND

Senior UX Designer | Feb 2022 – Jul 2022
(Contract)

- Part of cross functional Experiences Team (Dublin & Los Angeles)
- Collaborated on platform experiences for Riot's online store, events & content types.
- Led design of collection experiences & online store solutions.
- Coordinated with developers, data analyst and content designer for seamless delivery.

ELEVATE K12 - MUMBAI, INDIA

Senior UX Designer | Jul 2019 – Apr 2021

- Founding designer at edtech start-up; designed and optimized LMS, virtual classrooms, and applications for web/mobile.
- Built foundation for internal design team. Developed design strategy and pivoted platform to COVID-ready remote learning.
- Created research-driven design plans and conducted remote user interviews.
- Led usability testing to develop enterprise solution that scaled from 100 to 500 schools in 3 years.
- Completely redesigned learning experience from in-class to online model, adapting LMS accordingly.

AGNA DESIGN STUDIO - MUMBAI, INDIA

Founder & Design Consultant | Apr 2018 – Jun 2019

- Designed and developed an agricultural tech platform, empowering rural entrepreneurs and modernizing farming practices in 20 villages through innovative smart technology.
- Led product design from scratch for Qatar’s pioneering on-demand water supplier and Indian meal-kit start-up.

SANDEEP KANNIRASAN

SKILLS CONTINUED

WEB3 & EMERGING TECH

AR/VR Prototyping, 3D Interface Design, Voice UI, Gesture Control

ADDITIONAL

System Design, Stakeholder Engagement, Prototyping, Design Sprints, Cross-functional Team Leadership, Design Tokens, Atomic Design

AWARDS & RECOGNITION

Potluck's initiatives earned the Excellence in Marketing award for best use of mobile technology in social and economic development from CMO Asia.

Cedric AI received recognition for its innovation and design from top Amazon executives, who recommended it as a go-to Gen AI tool for employees across the organization. Additionally, Cedric AI was featured in several prominent publications, including Business Insider and Entrepreneur.

TESTIMONIALS

Sandeep's thoughtful and empathetic approach to design, combined with his curiosity and dedication to understanding user needs, made him an invaluable partner in driving innovation in EdTech.

Alice, Former Product Manager, Elevate K-12
(Currently at Capgemini)

Sandeep's expertise as a Design Technologist, particularly in designing AI-powered products. His creative approach, technical skills, and dedication to delivering exceptional user experiences made a significant impact on our project.

Ankitesh Shanu, Engineering Manager, Amazon Q

EXPERIENCE CONTINUED

GODREJ INNOVATION & DESIGN CENTRE - MUMBAI, INDIA

UI/UX Designer & Product Strategy | Oct 2015 – March 2018

- Co-led design and development from scratch, launching a top-rated food social app on Android and iOS with 20,000+ registered food merchants and 10,000+ active users.
- Collaborated with business development managers and product designers to drive design-led innovation, transforming an initial innovation project into a scalable and successful platform that fostered a thriving community of 10,000+ food enthusiasts, bloggers, and home chefs.

- Conceived and led a user centric project to create affordable and portable air conditioning solutions for small houses in cluttered urban spaces.
- Conducted in-depth user research to inform product strategy, collaborated with industrial designers to develop prototypes based on research outputs, and drove ideation and innovation, pushing the boundaries of design and functionality.

LIQVD ASIA DIGITAL MARKETING AGENCY - MUMBAI, INDIA

Graphic & Web Designer I 2014 – 2015

- Served as a designer contributing to innovative campaigns and projects.
- Developed a strong foundation in design principles, visual storytelling, and brand development, while collaborating with cross-functional teams to deliver high-impact marketing solutions.