

Prarthan Baxi

Experience Design | Design Research | Product Design

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Vision

Fun loving, **innovation enthusiast**, **design thinker** with 5 years of experience & leisure photographer.

My **curiosity** makes me travel globally & connect with the world learning new methods as well as approaches. **Collaborating** with leading minds and institutions working within innovation space across **various domains** celebrating diversity and creating solutions through **empathy**!

Envisioning **value creation** across through **design instigation**/ adding value to humans and pixels.

An enthusiast of user/**human-centred design (now also looking at human centred AI)**, I religiously believe in the power of empathy, culture and co-design. Working through Agile environments and influencing the right questions advocating for the user, business and process that drives the vision for solution. Also, very food-driven!

Worked with

Universities	Studio	Startups	Scaleups	Company
Research	AI journeys	Fintech	FinTech	Sustainability
Sponsor/ Mentor	Social innovation	Smart fashion	ESG	Energy
SIGCHI board	Creative agency	Entertainment	MedTech	Mining
	Consulting	Hospitality	Climate intelligence	Tech-Asset challenge
			Design engineering	Global events

Top innovation collaborations



Experience

Lead Experience Designer WONGDOODY | Infosys

Mar 2022 – Present
Melbourne, Australia

Working with **Infosys** across **APAC** teams to lead and build digital assets, sustainability, accessibility frameworks, CMS, informing UX research, design management, and culture capabilities with meaningful data and acceleration of workflow along with service and interface design.

Few main projects include:

- **BHP** Risk analysis dashboard
- **Tennis Australia | Australia Open**
 - Digital Fan engagement framework
 - 'en/gage' emissions mapping actionable sustainability platform
- **NSW Gov.** DPE design ops for design maturity knowledge transfer and design system implementation.

Other notable mentions:

BHP, Coles, F1-Grand Prix, Ballance, Westpac, UniSuper, Telstra, H2X, Synergy, MotoGP, UEthical, Sydney Symphony Orchestra, OneNZ; & more...

Experience Designer Eratos

Aug 2021 – Mar 2022
Melbourne, Australia

Designing and collaborating across Eratos Ecosystem to:

- Establishing Design System
- Advocating Experience Culture
- Design and Marketing Assets

Also, mentoring for University of Melbourne Innovation Practise Program with Eratos as a sponsor; advocating for design thinking frameworks and methodologies.

Design Collaborator (Contract based)

Jan 2021 – Present
Global Projects

Collaborating with companies and teams based across multiple geographies, achieving design solutions.

Everest Engineering: Tech UX, discovery, definition & design for future-proof design system for an emerging company in fast dev sprint

Wabi: Hospitality-Tech company based in Melbourne; developing smart ecosystem for restaurants & events.

List Monger: UX based service role involves simplifying the user journey. Content generation for multiple user platform while collaborating with development teams for the efficient implementation. Based out in Bay Area.

Interesting stats

Worked with 4 countries

Interned in 5 domains

Fluent in 4 languages

Lived in 5 major cities

Features in major
publications 4 times

Mark Labs: US based role in designing, prototyping & strategising sustainability metrics platform; business & clients engagements platform; in context to their capital. Also including designing their website & promotional assets

Citronix: US based industrial equipment supplier firm, making complex machineries (B2B), role involves simplifying the skilled work material and designing accessible marketing designs, also designing information conveyance manuals that are inclusive and assist in increasing workflow efficiency.

Codestream: Financial wellbeing multiplatform UX solutions; currently based in Singapore.

Design Entrepreneurial Assistant in Residence StartupBootcamp Australia

Nov 2020 - Dec 2020
Melbourne, Australia

Navigating Fintech teams prepare and evaluate their experiences through design feedback involving - PitchDeck designing, UX assets, Experiments and Analytics. Cross team collaboration at a very high speed rate.

Companies include: Datacy, Harpocrates Solutions, Mark Labs, MassUp, On-track Retirement, Plastiq.it, RegRadar

Research Assistant Swinburne University of Technology

July 2020 - July 2020
Melbourne, Australia

This Short contractual role was done during the one month semester break period. As COVID-19 forced lockdowns and transitions to online environment, I was involved in virtual remote testing of software applications developed by Swinburne for the respective clients. In the role, handling as well as taking the project forward by communication through information conveyance facilitation- managing calls and interaction between stakeholders also recording inputs/ feedbacks on design reviewal as conducted.

SUGAR Network Design Thinking Project Design Factory Melbourne

Aug 2019 - Jun 2020
Melbourne, Australia
Kyoto, Japan

SUGAR is the biggest design thinking global network bringing together the world's future makers, universities and companies for a new learning experience. This scholarship based program runs for a year involving multicultural learnings, curious future driven client project and international exposure including travel.

We participate in this program alongside academics (9 months), partnering with various universities learning & solving problems in a setting of practice-based learning.

We- The global students team prototype, test and iterate in order to develop and implement innovative solutions to the real world complex design challenges posed by international corporate sponsors for cross cultural learnings.

Specific to this project my partnering team is Kyoto Institute of Technology, Japan. We are developing human centric solutions of Micro-Cooling technology and repurposing it for the health and dignity of the society with our industry partner NKC-Kaimen.

Design Collaborator Multiple Start-ups

May 2019 - Aug 2019
Melbourne, Australia

Connected to multiple Start-ups to gain a better understanding of Market as well as Increase my knowledge by working in a more diverse and Inclusive environment. Companies I was fortunate enough to partner with :

- **Australia Hoverboards:** Branding
- **Fillory:** UX journey's, user testing and brand language.
- **Instacite-Ref'd:** Helping the online referencing service with UX journey & other graphical elements.

Product Design Intern Elephant Design Pvt. Ltd.

Jan 2018 - August 2018
Pune, India

Elephant Design is one of the leading design houses of India. Here I worked on my Graduation Project which was an Intense Human centric research based project where we (Interns) had to develop design briefs using various design research methods and conceptualise as well as develop products in various segments for the elderly. Here I got opportunity to work on four projects simultaneously as well as Head a systems/ service design.

Product Designer

Musivent

July 2017 - Dec 2017
California, USA

Musivent is an Event Management Application which includes multiple stake holders. In this incredible experience I had a responsibility to handle the user journey, designing experiences and set up a brand language as well as work on company's Digital brand marketing.

User Research Intern

Bioscan Research

July 2017 - Aug 2017
India

Bioscan research is a Biomedical start-up in which I was playing a role of designing the device with ergonomic aspects as well as all of its interactions with branding & web design. **Featured in Forbes, Economic Times and Your story** as well as been winner of lot of funding competitions. Hence working with them as a researcher and interaction designer was a very intriguing.

Product Design Intern

DNP Infrastructures Pvt. Ltd.

May 2017 - June 2017
India

UI/UX Designer

Roxiler Systems

May 2017 - June 2017
India

Product Design Intern

Luminati Smart Co.

Aug 2016 - Sep 2016
India

Education

Master of Design
Swinburne University of Technology
Design Factory Melbourne
Scholarship
SUGAR Network Global Participant

Melbourne, Australia.
2019 - 2020 (2 years)

Bachelor of Product Design
Unitedworld Institute of Design

Gandhinagar, India.
2014 - 2018 (4 years)

Kendriya Vidyalaya
High School
2008 - 2014

Certificates

Professional Interaction Design Foundation Member

Melbourne, Australia & Ahmedabad, India

- Information Visualisation
- Psychology of E-Commerce : How to sell Online
- How to Design for Virtual and Augmented Reality

LinkedIn Certifications in multiple streams

Melbourne, Australia & Ahmedabad, India

- Design: Storytelling, Brand, Vision & Strategy
- Product Management: Roadmap, Tech, Agile, Pitching, Collaborations

B2B certifications on Power BI, Tableau, Pega & more...

Other industry positions

Mentor + Advocating International challenge
Australia GovHack'22

Committee member
SIGCHI Melbourne 2021

Australia- Melbourne community member
Friends of Figma

Design Thinking Coach,
ANSTO – Australian Nuclear Science & Technology Organisation

Health, Arts and Design Faculty Representative and Mentor
Swinburne University of Technology and Student Union

Team Participant
Adobe

Design Team Member
Make it Break it Design Sprint 2019

Team Player and Marketing Material Designer
Rotaract