I'm
Gowtham Prasanth.

Product Service System Designer | UI / UX Designer | Business Designer

I create elegantly simple yet highly functional solutions. With expertise in Service design, UI/UX, User research, and Design thinking, I craft intuitive interfaces. My skills include Business Modeling, User-Centered Design, Strategic Forecasting, Design Strategy, Prototyping Wireframes, System design allowing me to translate complex system into seamless user experiences.

WORK
WORK & INTERNSHIPS

Work Experience

2023
April 2021 - August 2022
User Experience Architect
Ra Villa Farm Stays and Resorts
· Design Ideation and Execution of new Service and User experience model in hospitality management.

2021
February 2021 - April 2021
Creative Designer Intern
Reliance Industries
· Designing for the corporate entity worked in men's ready to wear niche market.

2020
November 2020 - February 2021
Product | UX Designer Intern
Victus Manufacturing
· Design research and product development for the Brand Marks & Spencer.

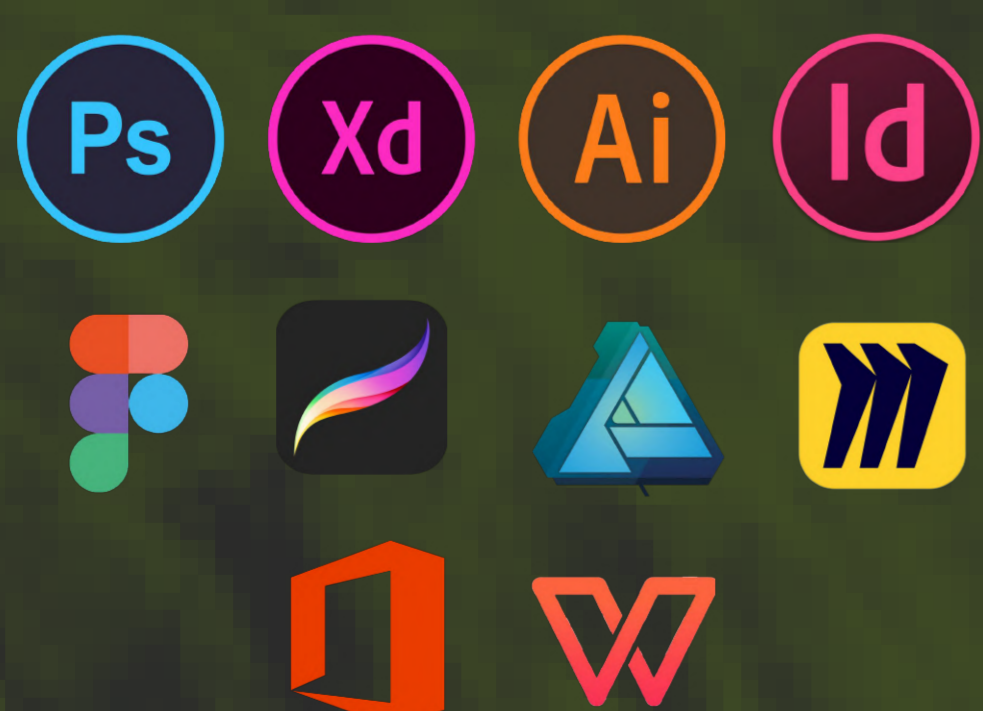**2019**
June 2019 - Dec 2020
Product and Service Designer
National Handloom Development Corporation
· Worked under Indian Ministry of Textiles the project on hand-loom cluster development for South Indian region. Designed and Developed a new product and service system.

SKILLS
TOOLS

Software Knowledge

Photoshop | Adobe XD | Illustrator | In-design | Figma | Procreate | Affinity Designer Miro | M.S Suite | W.P.S Suite

Languages
English, Tamil
Italian - Learning

Contact
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STUDY
EDUCATION

Educational Qualification

POLITECNICO DI MILANO School of Design
M.S in Product Service System Design
SEPTEMBER 2022 - (TENTATIVE)

· **Interdisciplinary Design:** Acquired proficiency in various design disciplines business design, product physical/digital, communication, fashion, interaction, service and system design.
· **User-Experience (UX) Design:** Attained expertise in UX design, ensuring the delivery of exceptional user experiences.
· **Business Innovation:** Gained insights into innovation management, entrepreneurship, and business modeling to drive innovative designs.
· **Business Management:** Strengthened expertise in business management, project management, and honed innovation skills across economic, social, and cultural domains.
· **Service and Product Service System Design Expertise:** Mastered the art of designing and innovating services, specializing in integrated product-service systems to meet contemporary market demands and aligning with current industry trends
· **Visualization and Prototyping:** Proficient in visualizing and prototyping design concepts for effective communication and testing.
· **Sustainability Focus:** Acquired skills in designing sustainable and eco-friendly solutions through Product Service System Design for Sustainability.
· **Culturally Informed Problem Solving:** Honed problem-setting and problem-solving skills for addressing complex design challenges with an acute understanding of cultural nuances, enabling the creation of designs that resonate with diverse global audiences.

DESIGN WINGS
UI/UX Design
DECEMBER 2021 - AUGUST 2022

· **User-Centered Design:** Developed an understand the importance of designing with the user in mind. User centered design has become my core principle, and I focus on creating intuitive and user friendly interfaces.
· **User-Experience (UX) Design:** I've learned how to structure and organize information effectively. This knowledge has enabled me to create logical and user-friendly navigation systems.
· **UX Research:** Proficient in the knowledge and skills to conduct user research, analyze data, and use insights to inform and refine my design decisions.

NATIONAL INSTITUTE OF FASHION TECHNOLOGY
Bachelor of Design in Fashion Design
JULY 2017 - MAY 2021

My journey through the Bachelor of Design in Fashion Design has been like forging a solid anchor in the vast sea of design. This program has not only armed me with essential skills and knowledge but has also stirred my creativity. It's akin to nurturing both the artist and problem solver within me, laying the groundwork for a design career that knows no boundaries.