



Gowtham Prasanth Ramaraj

Nationality: Indian **Date of birth:** 31/10/1999

Phone number: (+39) 3516782689

Email address: gowthamudt2021@gmail.com

WhatsApp Messenger: +393516782689

LinkedIn: www.linkedin.com/in/gowtham-prasanth-ramaraj-b805b5201

Website: <https://gtmportfolio.com/>

Home: Via Antonio Meucci 8, 20128 Milano (Italy)

ABOUT ME

I am a multidisciplinary designer and researcher with expertise in **Product-Service System Design, UX, and business strategy**. I integrate emerging technologies, data analysis, and sustainability into human-centered, scalable solutions. I apply **systems thinking, design research, and data-driven methodologies** to explore complex problems and deliver innovative, socially responsible solutions. My research interests focus on **bridging design, technology, and business** to develop **scalable product-service systems** that have measurable impact across diverse contexts.

WORK EXPERIENCE

Ra Villa Resorts – Coimbatore , India

City: Coimbatore | Country: India

UX Architect

[18/07/2021 – Current]

- Led the development of **user- centered** hospitality services that enhanced guest satisfaction while aligning with **sustainability objectives**.
- Collaborated with **operations, marketing, and environmental teams** to integrate sustainable practices into service delivery and guest interactions.
- Conducted **market research and trend analysis** to identify opportunities in sustainable hospitality and **user experience**, applying insights to improve offerings.
- Managed the **implementation and optimization of service models**, incorporating **feedback loop** and industry best practices for continuous improvement.

LensLab – Milan, Italy

City: Milan | Country: Italy

Product-Service System Designer

[01/09/2024 – 30/12/2024]

- Designed and developed **digital tools for Life Cycle Assessment (LCA)** to support De'Longhi's sustainable product development initiatives.
- Conducted **case studies, market analysis, and user studies** to generate insights for sustainability-focused design decisions.
- Collaborated with the LeNS Lab research team at Politecnico di Milano on projects integrating **design, digital innovation, and system sustainability**.
- Applied **design thinking and research methodologies** to create practical, user-centered, and environmentally responsible solutions.
- Strengthened expertise in **sustainable design, digital tool development, and system innovation** within an interdisciplinary academic setting.

Ajio – Bangalore , India

City: Bangalore | Country: India

Product Design | UX Researcher

[17/02/2021 – 29/06/2021]

- Conducted **user research** using qualitative and quantitative methods to identify consumer needs and market trends driving **product differentiation and innovation**.
- Led **design and development** of corporate collections, translating insights into prototypes aligned with **brand identity and market demand** through cross-functional collaboration.
- Applied a **user-centered design approach**, iteratively refining concepts with **Adobe XD and Miro** to enhance **usability and product performance**.
- Managed projects from concept to launch using **Trello, Asana, and Agile methods**, ensuring efficient workflows and stakeholder alignment.

 **National Handloom Development Corporation of India** – New Delhi , India

City: New Delhi | Country: India

Service Designer

[19/06/2019 – 28/12/2020]

- Led the development of **handloom clusters in South India**, managing all phases from inception to implementation while ensuring project efficiency and impact.
- Conducted **research-led product and service development**, analyzing market trends and user needs to design **innovative, sustainable handloom solutions**.
- Collaborated with **artisans and community stakeholders**, organizing workshops to promote **skill development and sustainable growth**.
- Implemented **quality assurance and sustainability measures**, enhancing craftsmanship standards and supporting **local economic development**.

EDUCATION AND TRAINING

M.S in Product Service System Design

Politecnico Di Milano [06/09/2022 – 23/07/2025]

City: Milano | Country: Italy | Website: <https://www.polimi.it/> | Level in EQF: EQF level 7

Bachelor of Design in Fashion Design

National Institute Of Fashion Technology [16/07/2017 – 17/05/2021]

City: Chennai | Country: India | Website: <https://nift.ac.in/chennai/> | Level in EQF: EQF level 6

SKILLS

Core Skills

Product Designing / User Center Design / Business Design / Strategic Design / Wireframing and UI prototyping / Create Personas, User Journeys, User flows, Diagrams / Behavioral Analysis / research and development / Network System Design / Life-cycle Management / UX Design (interaction, wireframing, prototyping, user research, IA) / Interaction Design / Semiotics

Digital Skills

Digital design and image processing (Affinity Photo, Affinity Design) / Online collaboration tools (Miro, Trello, Asana, Zoom, Teams etc.) / Figma & Sketch / Procreate / Microsoft Office package: Microsoft Word, Excel, PowerPoint, Access / Adobe Suite (Adobe Photoshop, Adobe Illustrator, Adobe Indesign, Adobe XD) / Usability Testing